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Canadian Radio-television and
Telecommunications Commission

Conseil de la radiodiffusion et des
télécommunications canadiennes

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Special Report on Broadcasting in Canada

1968-1978

Volume 2, Tables



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SPECIAL REPORT ON BROADCASTING IN CANADA

1968 - 1978

VOLUME 2, TABLES

Minister of Supply and Services Canada 1979

BC 92-19/1979-2

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CONTENTS

Glossary

1. Television: Physical Structure
2. Cable Television
3. Television Audience Patterns
4. Audience Fragmentation and Cable TV's Impact
5. Radio
6. Foreign Ownership
7. Economics



GLOSSARY

1. CAN IND: Canadian independent television stations
2. US IND: US independent television stations
3. MULTI AFF: US television stations affiliated to more than one network
4. CAN ED: Canadian educational television stations
5. TH: Total households
6. HL: Households in the licenced area
7. HP: Households passed by cable
8. CS: Cable subscribers
9. SYS: Cable systems
10. REV: Revenue

11. Network Primary and Network Duplicate Channels:

When more than one television channels affiliated to the same network are available in an area, the channel with the highest audience share is called the primary network channel and the remaining channels are called network duplicate channels.

12. Average Number of Channels:

is the average number of channels weighted by population, e.g., if one channel is available in city A with a population of 100 and 4 channels in city B with a population of 200, the average number of channels for cities A and B will be $\frac{100 \times 1 + 200 \times 4}{100 + 200} = 3$.

1. TELEVISION: PHYSICAL STRUCTURE

1-1
TABLE 1
PERCENTAGE OF POPULATION COVERED FOR EACH PROVINCE
AND FOR ALL CANADA BY EACH CLASS OF TV STATION
November 1967 - November 1977

		CBC ¹	CTV	CAN IND	CBS	NBC	ABC	MULTI AFF	US IND	CAN ED	PBS	R.-C. ¹	TVA
Nfld.	1967	87.00	82.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	98.00	94.09	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	7.00	0.00
P.E.I.	1967	93.00	2.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.00	0.00
	1977	95.00	95.00	0.00	0.00	31.23	26.75	0.00	0.00	0.00	0.00	22.00	0.00
N.S.	1967	99.00	62.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.57	0.00
	1977	99.00	99.00	0.00	0.00	56.80	63.60	0.00	0.00	0.00	49.18	63.00	0.00
N.B.	1967	99.00	2.53	0.00	1.14	1.73	0.39	15.82	0.00	0.00	0.00	60.85	0.00
	1977	99.00	92.96	0.00	22.86	39.19	47.87	0.00	0.00	0.00	35.08	86.00	0.00
Ont.	1967	99.00	78.61	57.23	75.35	70.56	69.24	10.89	1.64	0.00	0.00	16.83	7.79
	1977	100.00	95.59	87.70	87.74	80.87	79.89	3.85	31.86	85.25	81.33	88.00	9.68
Man.	1967	96.00	76.09	0.00	0.00	0.00	68.58	0.83	0.50	0.00	0.00	70.00	0.00
	1977	98.00	98.00	82.53	71.33	73.49	71.84	0.46	0.00	0.00	70.68	75.00	0.00
Sask.	1967	89.00	33.42	0.00	0.00	1.98	0.00	2.17	0.00	0.00	0.00	0.00	0.00
	1977	90.00	90.00	0.00	0.00	2.68	0.00	3.29	0.00	0.00	0.00	28.00	0.00
Alta.	1967	93.00	83.22	0.00	0.00	3.73	0.00	4.05	0.00	0.00	0.00	0.00	0.00
	1977	96.00	96.00	91.64	68.52	60.03	71.97	6.59	0.00	0.00	75.23	66.00	0.00
B.C.	1967	92.00	71.50	0.00	80.38	40.11	52.60	0.00	9.04	0.00	0.00	0.00	0.00
	1977	96.00	96.00	70.77	86.07	85.85	79.08	0.69	21.13	0.00	84.90	53.00	0.00
English Canada	1967	96.10	70.42	28.05	47.94	40.65	45.69	6.63	2.07	0.00	0.00	16.16	3.82
	1977	98.21	95.54	71.62	71.34	69.87	70.04	3.09	19.99	45.61	70.75	72.83	5.18
Québec	1967	76.65	63.36	0.00	23.97	0.00	14.14	20.58	0.00	0.00	0.00	98.00	85.95
	1977	85.36	82.95	0.00	41.70	40.52	40.16	0.00	0.00	78.22	17.84	99.00	93.89
Canada	1967	90.46	68.37	19.92	40.99	28.87	36.55	10.70	1.47	0.00	0.00	39.88	27.62
	1977	94.88	92.28	53.07	63.66	62.27	62.30	2.29	14.82	54.05	57.05	79.61	28.15

1. CBC Research Dept., estimates based on coverage by grade B contour. Remaining estimates are based on BBM reach data.

1-2
TABLE 2
PERCENTAGE OF POPULATION COVERED BY
NETWORK DUPLICATE CHANNELS
November 1967 - November 1977

		CBC	CTV	CBS	NBC	ABC	R.-C.	TVA
Nfld.	1967	22.83	18.78	0.00	0.00	0.00	0.00	0.00
	1977	11.96	28.67	0.00	0.00	0.00	0.00	0.00
P.E.I.	1967	100.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	100.00	0.00	0.00	0.00	0.00	0.00	0.00
N.S.	1967	33.64	0.00	0.00	0.00	0.00	0.00	0.00
	1977	13.79	6.31	0.00	0.00	0.00	0.00	0.00
N.B.	1967	69.09	0.00	0.00	0.00	0.00	36.28	0.00
	1977	0.00	0.00	0.00	0.00	0.00	38.36	0.00
Ont.	1967	69.25	23.54	13.08	9.88	5.91	10.12	0.00
	1977	83.87	74.52	17.77	15.33	12.20	12.10	0.00
Man.	1967	25.99	0.00	0.00	0.00	0.00	0.00	0.00
	1977	27.86	0.00	0.00	0.82	0.00	0.00	0.00
Sask.	1967	76.59	0.00	0.00	0.00	0.00	0.00	0.00
	1977	75.60	55.38	0.00	2.60	0.00	0.00	0.00
Alta.	1967	29.03	6.47	0.00	0.00	0.00	0.00	0.00
	1977	13.39	8.59	0.00	0.00	0.00	0.00	0.00
B.C.	1967	84.88	0.00	62.20	0.00	0.00	0.00	0.00
	1977	90.94	4.07	76.75	1.51	0.00	0.00	0.00
English Canada	1967	61.57	12.86	14.89	4.84	2.90	6.52	0.00
	1977	66.04	45.30	20.23	8.59	6.53	7.76	0.00
Québec	1967	4.24	8.15	0.00	0.00	0.00	52.88	0.00
	1977	4.80	55.18	0.00	1.01	33.17	94.22	0.00
Canada	1967	44.96	11.49	10.57	3.44	2.06	19.95	0.00
	1977	50.18	47.86	14.99	6.63	13.43	30.15	0.00

1-3
TABLE 3
AVERAGE NUMBER OF TV CHANNELS AVAILABLE IN
EACH PROVINCE AND IN ALL CANADA
November 1967 - November 1977

		Canadian Commercial Channels							US Commercial Channels						
		English-language (CBC, CTV, Global, Ind.)			French-language (R.-C., TVA)			Cana- dian Edu- cat- ional	Total Cana- dian Chan- nels	(CBS, NBC, ABC, Ind)			US PBS	Total US Chan- nels	Total Chan- nels
		Pri- mary	Dupli- cate	Total	Pri- mary	Dupli- cate	Total			Pri- mary	Dupli- cate	Total			
Nfld.	1967	1.64	0.42	2.06	0.00	0.00	0.00	0.00	2.06	0.00	0.00	0.00	0.00	0.00	2.06
	1977	1.94	0.41	2.35	0.07	0.00	0.07	0.00	2.42	0.01	0.00	0.01	0.00	0.01	2.42
P.E.I.	1967	1.03	1.00	2.03	0.20	0.00	0.20	0.00	2.22	0.00	0.00	0.00	0.00	0.00	2.22
	1977	2.00	1.00	3.00	0.22	0.00	0.22	0.00	3.22	0.58	0.00	0.58	0.00	0.58	3.80
N.S.	1967	1.62	0.34	1.96	0.10	0.00	0.10	0.00	2.05	0.00	0.00	0.00	0.00	0.00	2.05
	1977	2.00	0.20	2.20	0.63	0.00	0.63	0.00	2.83	1.20	0.00	1.20	0.49	1.70	4.53
N.B.	1967	1.00	0.69	1.70	0.61	0.36	0.97	0.00	2.67	0.19	0.00	0.19	0.00	0.19	2.86
	1977	1.90	0.00	1.90	0.86	0.36	1.22	0.00	3.12	1.10	0.00	1.10	0.35	1.45	4.57
Ont.	1967	2.35	0.93	3.28	0.25	0.10	0.35	0.00	3.63	2.28	0.29	2.57	0.00	2.57	6.20
	1977	3.80	1.58	5.38	0.98	0.12	1.10	0.85	7.33	2.86	0.45	3.31	0.81	4.12	11.46
Man.	1967	1.76	0.26	2.02	0.70	0.00	0.70	0.00	2.72	0.70	0.00	0.70	0.00	0.70	3.42
	1977	2.83	0.28	3.10	0.75	0.00	0.75	0.00	3.85	2.17	0.01	2.18	1.41	3.59	7.45
Sask.	1967	1.33	0.77	2.10	0.00	0.00	0.00	0.00	2.10	0.04	0.00	0.04	0.00	0.04	2.14
	1977	2.00	1.31	3.31	0.23	0.00	0.23	0.00	3.54	0.06	0.03	0.09	0.00	0.09	3.63
Alta.	1967	1.83	0.36	2.19	0.00	0.00	0.00	0.00	2.19	0.08	0.00	0.08	0.00	0.08	2.26
	1977	2.94	0.22	3.16	0.66	0.00	0.66	0.00	3.82	2.10	0.00	2.10	0.75	2.85	6.67
B.C.	1967	1.71	0.85	2.56	0.00	0.00	0.00	0.00	2.56	1.82	0.62	2.44	0.00	2.44	5.01
	1977	2.71	0.95	3.66	0.53	0.00	0.53	0.00	4.19	2.73	0.78	3.51	0.85	4.36	8.55
English Canada	1967	1.97	0.74	2.72	0.20	0.07	0.26	0.00	2.98	1.43	0.23	1.66	0.00	1.66	4.64
	1977	3.21	1.11	4.32	0.78	0.08	0.86	0.46	5.63	2.36	0.35	2.71	0.75	3.46	9.09
Quēbec	1967	1.40	0.12	1.52	1.86	0.53	2.39	0.00	3.91	0.59	0.00	0.59	0.00	0.59	4.50
	1977	1.68	0.60	2.28	1.94	0.94	2.88	0.78	5.95	1.22	0.34	1.57	0.18	1.74	7.69
Canada	1967	1.81	0.56	2.37	0.68	0.20	0.88	0.00	3.25	1.19	0.16	1.35	0.00	1.35	4.60
	1977	2.81	0.98	3.79	1.08	0.30	1.38	0.54	5.71	2.06	0.35	2.41	0.60	3.01	8.73

1-4
TABLE 4A
AVAILABILITY OF US CHANNELS - ALL TYPES
PERCENTAGE OF POPULATION HAVING ACCESS TO
ONE OR MORE US TV CHANNELS
November 1967 - November 1977

		Percentage of population having access to at least					Average number of US Channels
		1 US Channel	2 US Channels	3 US Channels	4 US Channels	5 US Channels	
Nfld.	1967	0.00	0.00	0.00	0.00	0.00	0.00
	1977	0.62	0.00	0.00	0.00	0.00	0.01
P.E.I.	1967	0.00	0.00	0.00	0.00	0.00	0.00
	1977	31.23	26.75	0.00	0.00	0.00	0.58
N.S.	1967	0.00	0.00	0.00	0.00	0.00	0.00
	1977	64.13	62.17	43.28	0.00	0.00	1.70
N.B.	1967	16.76	1.73	0.59	0.00	0.00	0.19
	1977	66.09	51.23	25.27	2.41	0.00	1.45
Ont.	1967	81.32	74.83	71.57	14.81	8.15	2.57
	1977	93.65	86.94	83.68	76.61	43.06	4.12
Man.	1967	68.58	0.83	0.50	0.00	0.00	0.70
	1977	74.83	71.97	71.14	70.68	0.00	2.89
Sask.	1967	2.51	1.65	0.00	0.00	0.00	0.04
	1977	3.87	2.60	2.10	0.00	0.00	0.09
Alta.	1967	4.10	3.68	0.00	0.00	0.00	0.08
	1977	81.87	74.62	67.11	59.10	2.61	2.85
B.C.	1967	80.41	73.00	50.63	31.36	8.93	2.44
	1977	92.86	86.72	83.19	77.11	73.45	4.36
English Canada	1967	56.70	47.25	42.04	11.53	5.21	1.66
	1977	81.46	75.36	70.44	62.35	33.59	3.42
Québec	1967	29.27	21.28	8.23	0.00	0.00	0.59
	1977	48.87	42.81	35.95	28.94	17.84	1.74
Canada	1967	48.75	39.72	32.24	8.19	3.70	1.35
	1977	73.02	66.93	61.50	53.70	29.51	2.98

1-5
TABLE 4B
AVAILABILITY OF US CHANNELS - IGNORING DUPLICATE AND PBS CHANNELS
PERCENTAGE OF POPULATION HAVING ACCESS TO ONE OR MORE US TV CHANNELS
November 1967 - November 1977

		Percentage of population having access to at least					Average number of US Channels
		1 US Channel	2 US Channels	3 US Channels	4 US Channels	5 US Channels	
Nfld.	1967	0.00	0.00	0.00	0.00	0.00	0.00
	1977	0.62	0.00	0.00	0.00	0.00	0.01
P.E.I.	1967	0.00	0.00	0.00	0.00	0.00	0.00
	1977	31.23	26.75	0.00	0.00	0.00	0.58
N.S.	1967	0.00	0.00	0.00	0.00	0.00	0.00
	1977	64.13	56.27	0.00	0.00	0.00	1.20
N.B.	1967	16.76	1.73	0.59	0.00	0.00	0.19
	1977	56.93	50.58	2.41	0.00	0.00	1.10
Ont.	1967	81.32	73.96	69.23	3.23	0.40	2.28
	1977	90.58	84.55	75.59	33.49	1.64	2.86
Man.	1967	68.58	0.83	0.50	0.00	0.00	0.70
	1977	74.83	71.61	70.68	0.00	0.00	2.17
Sask.	1967	2.51	1.65	0.00	0.00	0.00	0.04
	1977	3.87	2.10	0.00	0.00	0.00	0.06
Alta.	1967	4.10	3.68	0.00	0.00	0.00	0.08
	1977	74.93	71.48	60.03	3.63	0.00	2.10
B.C.	1967	80.41	52.79	39.90	9.04	0.00	1.82
	1977	89.23	84.31	77.46	21.82	0.00	2.73
English Canada	1967	56.70	44.07	39.43	2.82	0.20	1.43
	1977	78.23	73.10	61.96	21.37	0.88	2.36
Québec	1967	29.27	21.28	8.23	0.00	0.00	0.59
	1977	48.87	41.52	32.00	0.00	0.00	1.22
Canada	1967	48.75	37.46	30.39	2.00	0.14	1.19
	1977	70.62	64.92	54.20	15.84	0.65	2.06

1-6
TABLE 4C
AVAILABILITY OF US CHANNELS - IGNORING DUPLICATE, PBS AND US INDEPENDENT CHANNELS
PERCENTAGE OF POPULATION HAVING ACCESS TO ONE OR MORE US TV CHANNELS
November 1967 - November 1977

		Percentage of population having access to at least					Average number of US Channels
		1 US Channel	2 US Channels	3 US Channels	4 US Channels	4 US Channels	
Nfld.	1967	0.00	0.00	0.00	0.00	0.00	0.00
	1977	0.62	0.00	0.00	0.00	0.00	0.01
P.E.I.	1967	0.00	0.00	0.00	0.00	0.00	0.00
	1977	31.23	26.75	0.00	0.00	0.00	0.58
N.S.	1967	0.00	0.00	0.00	0.00	0.00	0.00
	1977	64.13	56.27	0.00	0.00	0.00	1.20
N.B.	1967	16.76	1.73	0.59	0.00	0.00	0.19
	1977	56.93	50.58	2.41	0.00	0.00	1.10
Ont.	1967	81.32	73.96	69.23	0.00	0.00	2.27
	1977	90.58	84.55	74.88	0.00	0.00	2.52
Man.	1967	68.58	0.83	0.00	0.00	0.00	0.69
	1977	74.83	71.61	70.68	0.00	0.00	2.17
Sask.	1967	2.51	1.65	0.00	0.00	0.00	0.04
	1977	3.87	2.10	0.00	0.00	0.00	0.06
Alta.	1967	4.10	3.68	0.00	0.00	0.00	0.08
	1977	74.93	71.48	60.03	0.00	0.00	2.10
B.C.	1967	80.41	52.79	39.90	0.00	0.00	1.73
	1977	89.23	84.31	77.46	0.00	0.00	2.52
English Canada	1967	56.70	44.07	39.40	0.00	0.00	1.41
	1977	78.23	73.10	61.58	0.00	0.00	2.15
Québec	1967	29.27	21.28	8.23	0.00	0.00	0.59
	1977	48.87	41.52	32.00	0.00	0.00	1.22
Canada	1967	48.75	37.46	30.36	0.00	0.00	1.17
	1977	70.62	64.92	53.92	0.00	0.00	1.91

1-7
TABLE 5A
TOTAL CHANNEL DISTRIBUTION - DUPLICATE CHANNELS EXCLUDED (CANADA - US)
PERCENTAGE OF POPULATION HAVING ACCESS TO ONE OR MORE TV CHANNELS
November 1967 - November 1977

Percentage of population having access to at least													
	1 TV Chan.	2 TV Chan.	3 TV Chan.	4 TV Chan.	5 TV Chan.	6 TV Chan.	7 TV Chan.	8 TV Chan.	9 TV Chan.	10 TV Chan.	11 TV Chan.	12 TV Chan.	Average No. of Channels
Nfld.													
1967	97.00	72.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.64
1977	98.00	98.00	6.99	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.02
P.E.I.													
1967	93.00	22.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.22
1977	95.00	95.00	42.02	30.42	7.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.80
N.S.													
1967	99.00	69.08	2.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.72
1977	99.00	99.00	78.59	62.70	51.94	39.34	0.00	0.00	0.00	0.00	0.00	0.00	4.33
N.B.													
1967	99.00	63.23	16.00	0.94	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80
1977	99.00	98.88	94.12	53.59	48.30	24.83	1.64	0.00	0.00	0.00	0.00	0.00	4.21
Ont.													
1967	99.00	98.33	86.58	80.37	66.21	55.99	0.28	0.00	0.00	0.00	0.00	0.00	4.88
1977	100.00	100.00	99.69	98.01	94.91	91.40	88.05	77.46	68.15	55.80	37.75	18.90	9.30
Man.													
1967	96.00	83.74	73.85	57.07	1.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.16
1977	98.00	98.00	90.91	76.83	72.86	70.68	70.68	0.00	0.00	0.00	0.00	0.00	6.45
Sask.													
1967	89.00	34.42	2.03	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.37
1977	90.00	90.00	26.80	2.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29
Alta.													
1967	93.00	84.97	3.73	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.91
1977	96.00	96.00	95.00	89.95	77.59	71.29	63.19	41.19	3.84	0.00	0.00	0.00	6.45
B.C.													
1967	92.00	80.41	78.06	52.16	33.85	9.04	0.00	0.00	0.00	0.00	0.00	0.00	3.54
1977	96.00	96.00	92.92	87.60	83.28	75.15	71.96	61.37	9.66	0.00	0.00	0.00	6.81
English Canada													
1967	96.10	84.60	59.34	50.66	37.16	28.68	0.14	0.00	0.00	0.00	0.00	0.00	3.60
1977	98.21	98.00	90.35	83.51	78.78	73.62	68.19	58.12	38.24	29.85	20.20	10.11	7.51
Québec													
1967	98.00	93.04	75.64	61.91	26.96	19.09	7.93	0.00	0.00	0.00	0.00	0.00	3.85
1977	99.00	98.22	92.03	82.82	72.98	45.22	40.89	30.63	17.84	0.00	0.00	0.00	5.81
Canada													
1967	96.50	87.05	64.06	53.92	34.21	25.90	2.39	0.00	0.00	0.00	0.00	0.00	3.67
1977	98.60	98.05	90.79	83.33	77.28	66.26	61.12	51.00	32.96	22.12	14.97	7.49	7.07

1-8
TABLE 5B
CHANNEL DISTRIBUTION - DUPLICATE, EDUCATIONAL AND PBS CHANNELS EXCLUDED (CANADA - US)
(i.e. COMMERCIAL CHANNELS ONLY)
PERCENTAGE OF POPULATION HAVING ACCESS TO ONE OR MORE TV CHANNELS
November 1967 - November 1977

Percentage of population having access to at least													
	1 TV Chan.	2 TV Chan.	3 TV Chan.	4 TV Chan.	5 TV Chan.	6 TV Chan.	7 TV Chan.	8 TV Chan.	9 TV Chan.	10 TV Chan.	11 TV Chan.	12 TV Chan.	Average No. of Channels
Nfld.													
1967	97.00	72.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.64
1977	98.00	94.09	6.99	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.02
P.E.I.													
1967	93.00	22.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.22
1977	95.00	95.00	42.02	30.42	7.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.80
N.S.													
1967	99.00	69.08	2.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.72
1977	99.00	99.00	78.59	56.79	48.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.83
N.B.													
1967	99.00	63.23	16.00	0.94	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80
1977	99.00	98.88	85.85	52.60	47.32	1.64	0.00	0.00	0.00	0.00	0.00	0.00	3.86
Ont.													
1967	99.00	98.33	86.58	80.37	66.21	55.99	0.28	0.00	0.00	0.00	0.00	0.00	4.88
1977	100.00	100.00	99.69	95.39	92.45	82.83	74.92	59.93	39.27	19.07	0.00	0.00	7.64
Man.													
1967	96.00	83.74	73.85	57.07	1.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.16
1977	98.00	98.00	90.91	76.83	72.86	70.68	63.38	0.00	0.00	0.00	0.00	0.00	5.75
Sask.													
1967	89.00	34.42	2.03	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.37
1977	90.00	90.00	26.80	2.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29
Alta.													
1967	93.00	84.97	3.73	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.91
1977	96.00	96.00	96.54	88.66	72.92	64.99	42.13	4.01	0.85	0.00	0.00	0.00	5.70
B.C.													
1967	92.00	80.41	78.06	52.16	33.85	9.04	0.00	0.00	0.00	0.00	0.00	0.00	3.54
1977	96.00	96.00	89.28	85.20	78.19	72.65	61.60	10.12	0.00	0.00	0.00	0.00	5.96
English Canada													
1967	96.10	84.60	59.34	50.66	37.16	28.68	0.14	0.00	0.00	0.00	0.00	0.00	3.60
1977	98.21	98.00	89.37	81.37	76.04	65.69	56.90	33.93	21.10	10.20	0.00	0.00	6.34
Québec													
1967	98.00	93.04	75.64	61.91	26.96	19.09	7.93	0.00	0.00	0.00	0.00	0.00	3.85
1977	99.00	98.22	90.89	75.45	46.85	41.23	32.00	0.00	0.00	0.00	0.00	0.00	4.85
Canada													
1967	96.50	87.05	64.06	53.92	34.21	25.90	2.39	0.00	0.00	0.00	0.00	0.00	3.67
1977	98.60	98.05	89.76	79.84	68.48	59.36	50.45	25.14	15.64	7.56	0.00	0.00	5.96

1-9
TABLE 5C
TOTAL CHANNEL DISTRIBUTION - DUPLICATE, EDUCATIONAL, PBS AND FRENCH-LANGUAGE CHANNELS EXCLUDED
(CANADA-US) (i.e. ENGLISH-LANGUAGE COMMERCIAL CHANNELS ONLY)
PERCENTAGE OF POPULATION HAVING ACCESS TO ONE OR MORE TV CHANNELS
November 1967 - November 1977

Percentage of population having access to at least													
	1 TV Chan.	2 TV Chan.	3 TV Chan.	4 TV Chan.	5 TV Chan.	6 TV Chan.	7 TV Chan.	8 TV Chan.	9 TV Chan.	10 TV Chan.	11 TV Chan.	12 TV Chan.	Average No. of Channels
Nfld.													
1967	97.00	72.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.64
1977	98.00	94.09	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.95
P.E.I.													
1967	93.00	2.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03
1977	95.00	95.00	31.23	26.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.58
N.S.													
1967	98.00	62.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.62
1977	99.00	99.00	64.13	56.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.20
N.B.													
1967	98.50	18.50	1.73	0.59	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.20
1977	99.00	97.39	52.71	47.76	2.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00
Ont.													
1967	99.00	92.76	78.83	73.09	63.84	54.78	0.08	0.00	0.00	0.00	0.00	0.00	4.63
1977	100.00	100.00	96.84	90.52	84.19	74.49	63.28	57.48	19.07	0.30	0.00	0.00	6.66
Man.													
1967	96.00	76.53	68.14	1.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.46
1977	98.00	98.00	82.53	74.83	71.61	70.68	0.00	0.00	0.00	0.00	0.00	0.00	5.00
Sask.													
1967	89.00	34.42	2.03	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.37
1977	90.00	90.00	3.87	2.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.06
Alta.													
1967	93.00	84.97	3.73	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.91
1977	96.00	96.00	95.11	74.98	68.96	60.08	4.11	0.85	0.00	0.00	0.00	0.00	5.04
B.C.													
1967	92.00	80.41	78.06	52.16	33.85	9.04	0.00	0.00	0.00	0.00	0.00	0.00	3.54
1977	96.00	96.00	89.28	85.20	78.19	69.09	21.82	0.46	0.00	0.00	0.00	0.00	5.43
English Canada													
1967	96.10	78.00	54.41	43.36	35.92	28.08	0.04	0.00	0.00	0.00	0.00	0.00	3.41
1977	98.21	97.92	84.13	76.89	67.72	60.13	37.37	20.21	10.20	0.00	0.00	0.00	5.56
Québec													
1967	79.93	64.18	27.48	19.25	7.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.99
1977	92.74	77.88	46.85	41.23	32.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.91
Canada													
1967	92.06	74.65	46.61	36.37	27.81	19.94	0.03	0.00	0.00	0.00	0.00	0.00	2.99
1977	96.84	91.91	74.48	67.66	58.47	44.56	27.69	14.98	7.56	0.00	0.00	0.00	4.88

1-10
TABLE 6

CBC COVERAGE PATTERNS

		1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Television	English-language service to population able to speak English	94.2	95.2	95.4	94.8	95.1	95.6	95.8	96.2	96.4	96.6	96.9
	French-language service to population able to speak French	89.1	89.6	89.7	89.9	90.5	90.9	91.8	91.8	94.7	94.9	96.6
	Composite	95.8	96.6	96.9	96.6	96.8	97.3	97.4	97.6	97.8	98.0	98.1
Radio (AM)	English-language service to population able to speak English	98.1	98.4	98.5	98.0	98.0	98.0	98.3	98.3	98.4	98.6	98.9
	French-language service to population able to speak French	94.8	94.9	96.8	96.5	96.6	96.7	96.3	97.7	96.9	97.4	97.8
	Composite	98.6	98.7	98.9	98.6	98.6	98.7	98.7	98.7	98.8	99.0	99.2

Source: CBC Annual Reports.

Population able to speak English (1977) - 18,970,000
 Population able to speak French (1977) - 7,270,000
 Composite population (1977) - 23,390,000

2. CABLE TELEVISION

TABLE 1

		TH	HL*	HL/TH	HP	HP/HL	HP/TH	CS	CS/HP	CS/TH	SYS	REV
Nfld.	1968											
	1977	127 (1.8)	- (-)	0.4	- (-)	77.1	0.3	- (-)	-	0.3	2 (0.5)	- (-)
P.E.I.	1968											
	1977	32 (0.5)	12 (0.2)	37.5	7 (0.1)	58.3	21.9	6 (0.2)	85.7	18.8	2 (0.5)	0.3 (0.1)
N.S.	1968											
	1977	232 (3.3)	122 (2.3)	52.6	119 (2.4)	97.5	51.3	75 (2.2)	63.0	32.3	14 (3.3)	6.2 (2.7)
N.B.	1968											
	1977	183 (2.6)	95 (1.8)	51.9	94 (1.9)	99.0	51.4	57 (1.7)	60.6	31.2	14 (3.3)	4.5 (2.0)
Maritimes	1968	454 (8.5)	16 (0.5)	3.4	10 (0.6)	75.0	2.2	5 (0.7)	50.0	1.1	8 (2.1)	0.3 (1.0)
	1977	574 (8.1)	229 (4.4)	39.9	220 (4.4)	96.1	38.3	138 (4.0)	62.7	24.0	32 (7.5)	11.0 (4.8)
Ont.	1968	1,963 (36.5)	1,194 (40.2)	57.4	707 (44.0)	85.4	36.0	302 (42.5)	42.7	15.4	130 (34.5)	11.9 (38.0)
	1977	2,639 (37.4)	2,114 (40.2)	80.1	2,062 (40.7)	97.5	78.1	1,518 (44.4)	73.6	57.5	123 (28.8)	95.9 (42.0)
Man.	1968	262 (4.9)	142 (4.8)	51.8	4 (0.3)	96.5	1.5	3 (0.4)	75.0	1.2	5 (1.3)	0.2 (0.6)
	1977	321 (4.6)	204 (3.9)	63.4	201 (4.0)	98.5	62.6	154 (4.5)	76.6	48.0	6 (1.4)	8.5 (3.7)

* Since data is based on annual returns, systems which are licensed but not activated yet do not report and therefore HL does not include such systems.

TABLE 1 (cont'd)

		TH	HL*	HL/TH	HP	HP/HL	HP/TH	CS	CS/HP	CS/TH	SYS	REV
Sask.	1968	265 (4.9)			8 (0.5)		3.0	4 (0.6)	50.0	1.5	4 (1.1)	0.2 (0.6)
	1977	293 (4.2)	18 (0.3)	6.1	17 (0.3)	94.4	5.8	13 (0.4)	76.5	4.4	7 (1.6)	0.8 (0.4)
Alta.	1968	408 (7.6)	28 (0.9)	6.5	16 (1.0)	96.4	3.9	13 (1.8)	81.3	3.2	10 (2.7)	0.7 (2.2)
	1977	562 (8.0)	430 (8.2)	76.5	419 (8.3)	97.4	74.6	259 (7.6)	61.8	46.1	22 (5.2)	22.1 (9.7)
B.C.	1968	577 (10.7)	466 (15.7)	74.8	309 (19.2)	87.1	53.6	222 (31.3)	71.8	38.5	72 (19.1)	9.9 (31.6)
	1977	810 (11.5)	782 (14.9)	96.5	760 (15.0)	97.2	93.8	655 (19.2)	86.2	80.9	74 (17.3)	42.5 (18.6)
English Canada	1968	3,929 (73.1)	1,852 (62.4)	44.6	1,055 (65.7)	86.5	26.9	548 (77.2)	51.9	14.0	229 (60.7)	23.2 (74.1)
	1977	5,199 (73.7)	3,778 (71.9)	72.7	3,701 (73.1)	98.0	71.2	2,741 (80.2)	74.1	52.7	264 (62.1)	181.3 (79.3)
Québec	1968	1,444 (26.9)	1,117 (37.6)	73.6	552 (34.4)	70.1	38.2	162 (22.8)	29.4	11.2	148 (39.3)	8.1 (25.9)
	1977	1,858 (26.3)	1,475 (28.1)	79.4	1,360 (26.9)	92.2	73.2	678 (19.8)	49.9	36.5	161 (37.9)	47.3 (20.7)
Canada	1968	5,373	2,969	52.4	1,607	80.3	29.9	710	44.2	13.2	377	31.3
	1977	7,057	5,253	74.4	5,061	96.3	71.7	3,419	67.6	48.5	425	228.6

* Since 1968 and 1969 data for HL were not available, 1970 data are used for HL, HL/TH, HP/HL.
Any blanks in the table imply data not available.

TABLE 2
NUMBER OF CABLE SYSTEMS AND CABLE SUBSCRIBERS
HAVING DIFFERENT TYPES OF CABLE SERVICE
AS OF JUNE, 1978

	No. of Sys- tems	Cable Households	House of Commons		Community Channel		Ed. Chan. Sys- tems	Converter Service		Number of TV Channels					
			Sys- tems	Sub- scribers	Sys- tems	Sub- scribers		Sys- tems	Sub- scribers	Number of Systems			Subscribers		
										-12	12	+12	-12	12	+12
Nfld.	5	2,680	0	0 (0%)	1	1,450 (54.10%)	0	0	0 (0%)	5	0	0	2,680 (100%)	0 (0%)	0 (0%)
P.E.I.	2	8,319	0	0 (0%)	2	8,319 (100%)	1	0	0 (0%)	2	0	0	8,319 (100%)	0 (0%)	0 (0%)
N.S.	16	237,342	2	23,200 (9.77%)	15	237,284 (99.98%)	0	0	0 (0%)	16	0	0	237,342 (100%)	0 (0%)	0 (0%)
N.B.	11	146,623	1	20,500 (13.98%)	9	146,023 (99.57%)	0	0	0 (0%)	11	0	0	146,623 (100%)	0 (0%)	0 (0%)
Ont.	115	1,672,809	7	520,825 (31.13%)	85	1,617,629 (96.70%)	99	56	1,390,660 (83.13%)	44	15	56	216,097 (12.92%)	66,052 (3.95%)	1,390,660 (83.13%)
Man.	6	202,583	0	0 (0%)	3	164,352 (81.13%)	0	0	0 (0%)	6	0	0	202,583 (100%)	0 (0%)	0 (0%)
Sask.	9	35,246	0	0 (0%)	3	26,807 (76.06%)	3	0	0 (0%)	8	1	0	33,326 (94.55%)	1,920 (5.45%)	0 (0%)
Alta.	23	280,212	4	232,226 (82.88%)	17	278,122 (99.25%)	13	0	0 (0%)	19	4	0	47,986 (17.12%)	232,226 (82.88%)	0 (0%)
B.C.	64	647,333	1	40,000 (6.18%)	36	626,335 (96.76%)	4	2	108,000 (16.68%)	54	8	2	494,853 (76.44%)	44,480 (6.87%)	108,000 (16.68%)
English Canada	251	3,233,147	15	836,751 (25.88%)	171	3,106,321 (96.08%)	120	58	1,498,660 (46.35%)	165	28	58	1,389,809 (42.99%)	344,678 (10.66%)	1,498,660 (46.35%)
Québec	127	731,503	2	31,000 (4.24%)	56	679,992 (92.96%)	97	12	508,269 (69.48%)	105	12	10	202,078 (27.63%)	39,925 (5.46%)	489,500 (66.92%)
Canada	378	3,964,650	17	867,751 (21.89%)	227	3,786,313 (95.50%)	217	70	2,006,929 (50.62%)	270	40	68	1,591,887 (40.15%)	384,603 (9.70%)	1,988,160 (50.15%)

These data were compiled from "Mathews' CATV - June 78."

2-4
TABLE 3
TOTAL HOUSEHOLDS (000's)
(PER CENT OF NATIONAL TOTAL)

	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Nfld.	99 (1.8)	101 (1.8)	103 (1.8)	105 (1.8)	107 (1.8)	116 (1.8)	119 (1.9)	121 (1.8)	125 (1.8)	127 (1.8)
P.E.I.	26 (0.5)	26 (0.5)	26 (0.5)	26 (0.5)	26 (0.4)	29 (0.5)	29 (0.5)	31 (0.5)	32 (0.5)	32 (0.5)
N.S.	186 (3.5)	189 (3.4)	193 (3.4)	194 (3.4)	194 (3.3)	215 (3.4)	218 (3.4)	224 (3.3)	229 (3.3)	232 (3.3)
N.B.	144 (2.7)	146 (2.7)	149 (2.6)	149 (2.6)	151 (2.6)	164 (2.6)	167 (2.6)	174 (2.6)	179 (2.6)	183 (2.6)
Maritimes	454 (8.4)	462 (8.4)	471 (8.3)	474 (8.2)	478 (8.1)	523 (8.3)	533 (8.3)	550 (8.2)	565 (8.2)	574 (8.1)
Ont.	1963 (36.5)	2010 (36.6)	2082 (36.7)	2147 (37.0)	2204 (37.3)	2336 (37.1)	2385 (37.2)	2530 (37.7)	2590 (37.6)	2639 (37.4)
Man.	262 (4.9)	266 (4.8)	274 (4.8)	274 (4.7)	278 (4.7)	298 (4.7)	303 (4.7)	309 (4.6)	315 (4.6)	321 (4.6)
Sask.	265 (4.9)	266 (4.8)	269 (4.7)	266 (4.6)	263 (4.4)	269 (4.3)	269 (4.2)	278 (4.1)	286 (4.1)	293 (4.2)
Alta.	408 (7.6)	418 (7.6)	433 (7.6)	445 (7.7)	462 (7.8)	484 (7.7)	495 (7.7)	519 (7.7)	540 (7.8)	562 (8.0)
B.C.	577 (10.7)	597 (10.9)	623 (11.0)	647 (11.2)	668 (11.3)	709 (11.3)	740 (11.6)	772 (11.5)	792 (11.5)	810 (11.5)
English Canada	3929 (73.1)	4019 (73.1)	4153 (73.3)	4253 (73.4)	4352 (73.6)	4618 (73.4)	4725 (73.8)	4958 (73.8)	5088 (73.8)	5199 (73.7)
Québec	1444 (26.9)	1477 (26.9)	1517 (26.8)	1545 (26.6)	1560 (26.4)	1671 (26.6)	1678 (26.2)	1758 (26.2)	1808 (26.2)	1858 (26.3)
Canada	5373	5496	5670	5798	5912	6289	6403	6716	6896	7057

2-5
TABLE 4
HOMES IN LICENSED AREA (000's)
(PER CENT OF TOTAL HOUSEHOLDS)

	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Nfld.					- (0.5)	- (0.4)	- (0.4)	- (0.4)	- (0.4)	- (0.4)
P.E.I.					- (0.0)	- (0.0)	- (0.0)	- (0.0)	- (0.0)	12 (37.5)
N.S.					71 (36.6)	76 (35.4)	87 (39.9)	89 (39.7)	106 (46.3)	122 (52.6)
N.B.					17 (11.3)	26 (15.9)	32 (19.2)	62 (35.6)	79 (44.1)	95 (51.9)
Maritimes			16 (3.4)	27 (5.7)	89 (18.6)	102 (19.5)	120 (22.5)	151 (27.5)	185 (32.7)	229 (39.9)
Ont.			1194 (57.4)	1481 (69.0)	1577 (71.6)	1717 (73.5)	1861 (78.0)	1957 (77.4)	2052 (79.2)	2114 (80.1)
Man.			142 (51.8)	154 (56.2)	165 (59.4)	174 (58.4)	179 (59.1)	189 (61.2)	198 (62.9)	204 (63.6)
Sask.					14 (5.3)	15 (5.6)	15 (5.6)	16 (5.8)	17 (5.9)	18 (6.1)
Alta.			28 (6.5)	32 (7.2)	302 (65.4)	328 (67.8)	358 (72.3)	377 (72.6)	394 (73.0)	430 (76.5)
B.C.			466 (74.8)	486 (75.1)	536 (80.2)	591 (83.4)	640 (86.5)	689 (89.3)	752 (95.0)	782 (96.5)
English Canada			1852 (44.6)	2180 (51.3)	2705 (62.2)	2936 (63.6)	3176 (67.2)	3382 (68.2)	3597 (70.7)	3778 (72.7)
Québec			1117 (73.6)	916 (59.3)	950 (60.9)	1019 (61.0)	1153 (68.7)	1209 (68.8)	1391 (76.9)	1475 (79.4)
Canada			2969 (52.4)	3096 (53.4)	3655 (61.8)	3955 (62.9)	4329 (67.6)	4591 (68.4)	4988 (72.3)	5253 (74.4)

2-6
TABLE 5
HOMES PASSED (000's)
(PER CENT OF TOTAL HOUSEHOLDS)

	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Nfld.					- (0.3)	- (0.3)	- (0.3)	- (0.3)	- (0.3)	- (0.3)
P.E.I.					- (-)	- (-)	- (-)	- (-)	- (-)	7 (21.9)
N.S.					35 (18.0)	71 (33.0)	79 (36.2)	85 (38.0)	103 (45.0)	119 (51.3)
N.B.					18 (11.9)	25 (15.2)	31 (18.6)	60 (34.5)	76 (42.5)	94 (51.4)
Maritimes	10 (2.2)	12 (2.6)	12 (2.6)	20 (4.2)	53 (11.1)	97 (18.6)	111 (20.8)	146 (26.6)	179 (31.7)	220 (38.3)
Ont.	707 (36.0)	961 (47.8)	1020 (49.0)	1211 (56.4)	1442 (65.4)	1626 (69.6)	1766 (74.1)	1897 (75.0)	1992 (76.9)	2062 (78.1)
Man.	4 (1.5)	14 (5.3)	137 (50.0)	140 (50.4)	162 (54.4)	168 (56.4)	173 (57.1)	184 (59.6)	192 (61.0)	201 (62.6)
Sask.	8 (3.0)				9 (3.4)	13 (4.8)	13 (4.8)	15 (5.4)	16 (5.6)	17 (5.8)
Alta.	16 (3.9)	25 (6.0)	27 (6.2)	29 (6.5)	225 (48.7)	299 (61.8)	345 (69.7)	366 (70.5)	387 (71.7)	419 (74.6)
B.C.	309 (53.6)	317 (53.1)	406 (65.2)	448 (69.2)	504 (75.5)	555 (78.3)	604 (81.6)	660 (85.5)	713 (90.0)	760 (93.8)
English Canada	1055 (26.9)	1328 (33.0)	1609 (38.7)	1847 (43.4)	2420 (55.6)	2756 (59.7)	3014 (63.8)	3268 (65.9)	3478 (68.4)	3701 (71.2)
Québec	552 (38.2)	372 (25.2)	783 (51.6)	834 (54.0)	892 (57.2)	953 (61.1)	1039 (61.9)	1054 (60.0)	1222 (67.6)	1360 (73.2)
Canada	1607 (29.9)	1700 (30.9)	2392 (42.2)	2681 (46.2)	3312 (56.0)	3709 (59.0)	4053 (63.3)	4322 (64.4)	4700 (68.2)	5061 (71.7)

2-7
TABLE 6
CABLE SUBSCRIBERS (000's)
(PER CENT OF TOTAL HOUSEHOLDS)

	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Nfld.					- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
P.E.I.					- (-)	- (-)	- (-)	- (-)	- (-)	6 (18.8)
N.S.					11 (5.7)	29 (13.5)	45 (20.6)	53 (23.7)	62 (27.1)	75 (32.3)
N.B.					11 (7.3)	14 (8.5)	19 (11.4)	34 (19.5)	49 (27.4)	57 (31.2)
Maritimes	5 (1.1)	5 (1.1)	11 (2.3)	12 (2.5)	22 (4.6)	44 (8.4)	64 (12.0)	88 (16.0)	111 (19.7)	138 (24.0)
Ont.	302 (15.4)	445 (22.1)	531 (25.5)	670 (31.2)	812 (36.8)	986 (42.2)	1231 (51.6)	1363 (53.9)	1458 (56.3)	1518 (57.5)
Man.	3 (1.2)	15 (5.6)	41 (15.0)	53 (19.3)	63 (22.7)	82 (28.5)	102 (33.7)	125 (40.5)	141 (44.8)	154 (48.0)
Sask.	4 (1.5)				8 (3.0)	9 (3.4)	10 (3.7)	11 (4.0)	12 (4.2)	13 (4.4)
Alta.	13 (3.2)	13 (3.1)	13 (3.0)	17 (3.8)	59 (12.8)	103 (21.3)	144 (29.1)	207 (39.9)	229 (42.4)	259 (46.1)
B.C.	222 (38.5)	262 (43.9)	308 (49.4)	352 (54.4)	398 (59.6)	452 (63.8)	515 (69.6)	561 (72.7)	613 (77.4)	655 (80.9)
English Canada	548 (14.0)	741 (18.4)	904 (21.8)	1104 (26.0)	1361 (31.3)	1693 (36.7)	2102 (44.5)	2355 (47.5)	2563 (50.4)	2741 (52.7)
Québec	162 (11.2)	183 (12.4)	260 (17.1)	295 (19.1)	330 (21.2)	399 (23.9)	468 (27.9)	510 (29.0)	581 (32.1)	678 (36.5)
Canada	710 (13.2)	924 (16.8)	1164 (20.5)	1399 (24.1)	1691 (28.6)	2092 (33.3)	2570 (40.1)	2865 (42.7)	3144 (45.6)	3419 (48.5)

2-8
TABLE 7
SYSTEMS IN OPERATION
(PER CENT OF NATIONAL TOTAL)

	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Nfld.	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.2)	2 (0.5)
P.E.I.	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	2 (0.5)
N.S.	1 (0.3)	1 (0.3)	1 (0.3)	2 (0.6)	5 (1.5)	6 (1.7)	8 (2.1)	10 (2.6)	12 (3.0)	14 (3.3)
N.B.	6 (1.6)	10 (2.5)	7 (2.2)	9 (2.8)	8 (2.3)	9 (2.5)	12 (3.2)	12 (3.1)	13 (3.2)	14 (3.3)
Maritimes	8 (2.1)	11 (2.8)	9 (2.9)	12 (3.7)	14 (4.1)	16 (4.4)	21 (5.6)	23 (5.9)	26 (6.5)	32 (7.5)
Ont.	130 (34.5)	138 (33.5)	102 (32.5)	104 (31.9)	108 (31.4)	112 (30.9)	115 (30.7)	118 (30.4)	123 (30.5)	123 (28.8)
Man.	5 (1.3)	3 (0.8)	5 (1.6)	6 (1.8)	6 (1.7)	6 (1.7)	6 (1.6)	6 (1.6)	6 (1.5)	6 (1.4)
Sask.	4 (1.5)	3 (0.8)	3 (1.0)	4 (1.2)	5 (1.5)	5 (1.4)	4 (1.1)	7 (1.8)	5 (1.2)	7 (1.6)
Alta.	10 (2.7)	10 (2.5)	9 (2.9)	11 (3.4)	15 (4.4)	19 (5.3)	19 (5.1)	20 (5.2)	20 (5.0)	22 (5.2)
B.C.	72 (19.1)	76 (19.0)	59 (18.8)	58 (17.8)	65 (18.9)	65 (18.0)	67 (17.9)	68 (17.5)	75 (18.6)	74 (17.3)
English Canada	229 (60.7)	241 (60.3)	187 (59.5)	195 (59.8)	213 (61.9)	223 (61.6)	232 (61.9)	242 (62.4)	255 (63.3)	264 (62.1)
Québec	148 (39.3)	159 (39.8)	127 (40.5)	131 (40.2)	131 (38.1)	139 (38.4)	143 (38.1)	146 (37.6)	148 (36.7)	161 (37.9)
Canada	377	400	314	326	344	362	375	388	403	425

2-9
TABLE 8
TOTAL REVENUE (000,000's)
(PER CENT OF NATIONAL TOTAL)

	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Nfld.					- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
P.E.I.					- (-)	- (-)	- (-)	- (-)	- (-)	0.3 (0.1)
N.S.					0.4 (0.5)	1.6 (1.5)	2.7 (2.0)	3.8 (2.4)	4.8 (2.5)	6.2 (2.7)
N.B.					0.6 (0.7)	0.8 (0.8)	1.1 (0.8)	2.2 (1.4)	3.3 (1.7)	4.5 (2.0)
Maritimes	0.3 (1.0)	0.3 (0.8)	0.6 (1.1)	0.7 (1.1)	1.0 (1.2)	2.5 (2.4)	3.9 (3.1)	6.0 (3.7)	8.1 (4.2)	11.0 (4.7)
Ont.	11.9 (36.0)	17.4 (46.5)	24.1 (43.9)	30.4 (45.7)	38.9 (47.8)	49.3 (46.3)	60.0 (45.4)	72.6 (45.7)	86.5 (45.7)	95.9 (45.0)
Man.	0.2 (0.6)	0.7 (1.2)	1.8 (3.3)	2.7 (4.2)	3.2 (3.3)	4.2 (3.9)	5.2 (3.9)	6.4 (4.0)	7.5 (3.9)	8.5 (3.7)
Sask.	0.2 (0.6)				0.4 (0.5)	0.5 (0.5)	0.6 (0.5)	0.6 (0.4)	0.7 (0.4)	0.8 (0.4)
Alta.	0.7 (2.2)	0.6 (1.6)	0.7 (1.1)	1.0 (2.2)	2.9 (3.6)	7.4 (6.2)	11.7 (10.6)	15.5 (9.7)	18.6 (9.7)	22.1 (9.7)
B.C.	9.9 (11.6)	10.3 (17.1)	13.9 (25.3)	16.5 (24.8)	19.1 (23.5)	22.2 (20.8)	26.2 (19.2)	29.9 (18.8)	35.2 (18.2)	42.5 (19.6)
English Canada	23.2 (74.1)	29.3 (78.3)	41.4 (75.4)	51.5 (77.3)	65.6 (80.6)	86.1 (80.8)	107.7 (81.4)	131.2 (82.3)	156.7 (81.4)	181.3 (79.2)
Québec	8.1 (5.9)	8.1 (21.7)	13.5 (24.1)	15.1 (22.7)	15.8 (19.4)	20.5 (19.2)	24.6 (19.6)	28.3 (17.7)	35.7 (19.6)	47.3 (20.7)
Canada	31.3	37.4	54.9	66.6	81.4	106.6	132.3	159.5	192.4	228.6

3. TELEVISION AUDIENCE PATTERNS

TABLE 1

PERCENTAGE DISTRIBUTION OF VIEWING TIME

All English TV Stations

Program Category	1967			1972			1976		
	Origin of Station		Total	Origin of Station		Total	Origin of Station		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	7.57	1.18	8.75	11.30	1.39	12.69	11.25	1.24	12.50
2. Current Affairs	4.96	0.24	5.21	3.41	0.03	3.44	4.24	0.21	4.45
3. Information	0.07	0.00	0.07	0.25	0.00	0.25	1.28	0.00	1.28
4. Sports	6.47	0.20	6.67	5.39	0.64	6.03	4.69	1.11	5.81
5. Entertainment	58.36	20.02	78.38	56.99	20.34	77.33	53.31	22.55	75.87
6. Other	0.92	0.00	0.92	0.26	0.00	0.26	0.11	0.00	0.11
TOTAL	78.35	21.65	100.00	77.60	22.40	100.00	74.88	25.12	100.00

100% viewing hrs of all English-language TV stations.

All French TV Stations

Program Category	1967			1972			1976		
	Origin of Station		Total	Origin of Station		Total	Origin of Station		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	10.70	-	10.70	13.39	-	13.39	10.06	-	10.06
2. Current Affairs	7.68	-	7.68	4.20	-	4.20	5.37	-	5.37
3. Information	0.53	-	0.53	0.00	-	0.00	1.66	-	1.66
4. Sports	6.70	-	6.70	6.29	-	6.29	15.18	-	15.18
5. Entertainment	71.26	-	71.26	76.11	-	76.11	67.72	-	67.72
6. Other	3.12	-	3.12	0.00	-	0.00	0.00	-	0.00
TOTAL	100.00	-	100.00	100.00	-	100.00	100.00	-	100.00

100% viewing hrs of all French-language TV stations.

TABLE 2

PERCENTAGE DISTRIBUTION OF VIEWING TIME

All English TV Stations

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total
1. News	7.57	1.18	8.75	11.30	1.39	12.69	11.20	1.30	12.50
2. Current Affairs	4.88	0.32	5.20	3.41	0.03	3.44	4.30	0.20	4.50
3. Information	0.07	0.00	0.07	0.25	0.00	0.25	1.28	0.00	1.28
4. Sports	6.47	0.20	6.68	5.17	0.86	6.03	4.30	1.50	5.80
5. Entertainment	9.60	68.78	78.38	14.22	63.11	77.33	7.70	68.20	75.90
6. Other	0.48	0.44	0.92	0.06	0.20	0.26	0.10	0.00	0.10
TOTAL	29.07	70.93	100.00	34.41	65.59	100.00	28.90	71.10	100.00

100% viewing hrs of all English-language TV stations.

All French TV Stations

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total
1. News	10.70	0.00	10.70	13.39	0.00	13.39	10.06	0.00	10.06
2. Current Affairs	7.68	0.00	7.68	4.20	0.00	4.20	5.21	0.16	5.37
3. Information	0.53	0.00	0.53	0.00	0.00	0.00	1.66	0.00	1.66
4. Sports	6.70	0.00	6.70	6.29	0.00	6.29	15.18	0.00	15.18
5. Entertainment	32.21	39.05	71.26	41.46	33.65	76.11	32.67	35.06	67.72
6. Other	0.86	2.27	3.12	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	58.29	41.31	100.00	66.35	33.65	100.00	64.78	35.22	100.00

100% viewing hrs of all French-language TV stations.

All Canadian English-Language TV Stations

All Canadian French-Language TV Stations

Program Category	1967			1972			1976		
	Origin of Program Cana- dian	For- eign	Total	Origin of Program Cana- dian	For- eign	Total	Origin of Program Cana- dian	For- eign	Total
1. News	10.70	0.00	10.70	13.69	0.00	13.69	10.06	0.00	10.06
2. Current Affairs	7.68	0.00	7.68	4.20	0.00	4.20	5.21	0.16	5.37
3. Information	0.53	0.00	0.53	0.00	0.00	0.00	1.66	0.00	1.66
4. Sports	6.70	0.00	6.70	6.29	0.00	6.29	15.18	0.00	15.18
5. Entertainment	32.21	39.05	71.26	42.46	33.65	76.11	32.67	35.06	67.72
6. Other	0.86	2.27	3.12	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	58.69	41.31	100.00	66.35	33.65	100.00	64.78	35.22	100.00

100% viewing hrs of all French-language TV stations.

TABLE 4

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CBC Network TV Stations

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Canadian	Foreign	Total	Canadian	Foreign	Total	Canadian	Foreign	Total
1. News	1.44	0.00	1.44	1.76	0.00	1.76	1.26	0.00	1.26
2. Current Affairs	2.07	0.00	2.07	1.63	0.00	1.63	1.67	0.00	1.67
3. Information	0.00	0.00	0.00	0.13	0.00	0.13	0.33	0.00	0.33
4. Sports	3.72	0.00	3.72	4.45	0.00	4.45	2.83	0.00	2.83
5. Entertainment	7.09	14.95	22.03	4.95	12.09	17.04	3.69	8.26	11.96
6. Other	0.34	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	14.67	14.95	29.61	12.91	12.09	25.00	9.79	8.26	18.05

100% viewing hrs of
all English-language
TV stations.

Radio-Canada Network TV Stations

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Canadian	Foreign	Total	Canadian	Foreign	Total	Canadian	Foreign	Total
1. News	4.49	0.00	4.49	2.43	0.00	2.43	1.73	0.00	1.73
2. Current Affairs	1.85	0.00	1.85	3.18	0.00	3.18	3.12	0.16	3.28
3. Information	0.00	0.00	0.00	0.00	0.00	0.00	1.47	0.00	1.47
4. Sports	6.52	0.00	6.52	5.30	0.00	5.30	4.08	0.00	4.08
5. Entertainment	14.04	13.12	27.16	16.32	11.34	27.66	13.59	13.49	27.08
6. Other	0.63	1.39	2.02	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	27.53	14.52	42.05	27.23	11.34	38.57	23.97	13.65	37.62

100% viewing hrs of
all French-language
TV stations.

PERCENTAGE DISTRIBUTION OF VIEWING TIME

1967			
Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	3.18	0.00	3.18
2. Current Affairs	2.99	0.07	3.05
3. Information	0.00	0.00	0.00
4. Sports	3.89	0.00	3.89
5. Entertainment	7.58	16.48	24.06
6. Other	0.42	0.02	.43
TOTAL	18.05	16.57	34.61

1972		
Origin of Program		
Canadian	Foreign	Total
4.83	0.00	4.83
2.30	0.00	2.30
0.16	0.00	0.16
4.47	0.00	4.47
5.22	13.56	18.78
0.02	0.04	0.06
17.00	13.60	30.60

1976		
Origin of Program		
Canadian	Foreign	Total
2.63	0.00	2.63
2.85	0.00	2.85
0.37	0.00	0.37
2.86	0.00	2.86
3.95	9.92	13.86
0.00	0.00	0.00
12.65	9.92	22.57
100% viewing hrs of all English-language TV stations.		

1967			
Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	5.51	0.00	5.51
2. Current Affairs	2.02	0.00	2.02
3. Information	0.00	0.00	0.00
4. Sports	6.54	0.00	6.54
5. Entertainment	14.06	13.18	27.24
6. Other	0.63	1.40	2.03
TOTAL	28.76	24.58	43.34

1972		
Origin of Program		
Canadian	Foreign	Total
6.63	0.00	6.63
3.53	0.00	3.53
0.00	0.00	0.00
5.42	0.00	5.42
16.94	12.30	29.24
0.00	0.00	0.00
32.52	12.30	44.82

1976		
Origin of Program		
Canadian	Foreign	Total
3.34	0.00	3.34
3.20	0.16	3.36
1.58	0.00	1.58
4.11	0.00	4.11
13.66	14.17	27.82
0.00	0.00	0.00
25.89	14.33	40.22
100% viewing hrs of all French-language TV stations.		

TABLE 6

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CTV Network TV Stations

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total
1. News	0.54	0.00	0.54	0.36	0.00	0.36	1.08	0.00	1.08
2. Current Affairs	0.51	0.00	0.51	0.63	0.00	0.63	0.55	0.00	0.55
3. Information	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4. Sports	2.10	0.00	2.10	0.00	0.00	0.00	0.00	0.00	0.00
5. Entertainment	0.99	15.86	16.86	5.91	12.25	18.16	2.25	17.25	19.49
6. Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	4.15	15.86	20.01	6.89	12.25	19.14	3.88	17.25	21.12

100% viewing hrs of
all English-language
TV stations.

TVA Network TV Stations

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total
1. News	3.30	0.00	3.30	2.44	0.00	2.44	2.34	0.00	2.34
2. Current Affairs	4.80	0.00	4.80	0.00	0.00	0.00	1.28	0.00	1.28
3. Information	0.48	0.00	0.48	0.00	0.00	0.00	0.00	0.00	0.00
4. Sports	0.02	0.00	0.02	0.72	0.00	0.72	10.98	0.00	10.98
5. Entertainment	14.11	20.95	35.06	22.78	15.02	37.80	11.17	5.33	16.50
6. Other	0.63	0.33	0.33	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	22.70	21.29	43.99	25.93	15.02	40.95	25.76	5.33	31.09

100% viewing hrs of
all French-language
TV stations.

TABLE 7

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CTV Network and CTV Affiliate TV Stations

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana-	For-	Total	Cana-	For-	Total	Cana-	For-	Total
	dian	eign		dian	eign		dian	eign	
1. News	1.90	0.00	1.90	4.29	0.00	4.29	5.54	0.00	5.54
2. Current Affairs	1.12	0.00	1.12	0.93	0.00	0.93	0.89	0.00	0.89
3. Information	0.00	0.00	0.00	0.01	0.00	0.01	0.26	0.00	0.26
4. Sports	2.20	0.00	2.20	0.30	0.00	0.30	1.22	0.05	0.27
5. Entertainment	1.41	18.01	19.42	7.54	19.49	27.03	2.90	21.34	24.24
6. Other	0.01	0.04	0.05	0.01	0.08	0.08	0.00	0.00	0.00
TOTAL	6.64	18.05	24.69	13.07	19.56	32.64	10.81	21.39	32.20

100% viewing hrs of all English-language TV stations.

TVA Network and TVA Affiliate TV Stations*

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana-	For-	Total	Cana-	For-	Total	Cana-	For-	Total
	dian	eign		dian	eign		dian	eign	
1. News	3.30	0.00	3.30	5.97	0.00	5.97	5.98	0.00	5.98
2. Current Affairs	4.80	0.00	4.80	0.00	0.00	0.05	1.68	0.00	1.68
3. Information	0.48	0.00	0.48	0.00	0.00	0.00	0.03	0.00	0.03
4. Sports	0.02	0.00	0.02	0.75	0.00	0.75	11.07	0.00	11.07
5. Entertainment	14.11	20.95	35.06	24.28	19.61	43.89	17.98	18.92	36.90
6. Other	0.00	0.33	0.33	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	22.70	21.29	43.99	31.05	19.61	50.65	36.74	18.92	55.66

* In 1967, TVA network did not exist as such. There were three independent stations which later formed TVA.

100% viewing hrs of all French-language TV stations.

TABLE 8

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CBC O-and-O Tv Stations - Non-network Component

Program Category	1967			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	1.73	0.00	1.73	3.08	0.00	3.08	1.37	0.00	1.37
2. Current Affairs	0.92	0.07	0.98	0.67	0.00	0.67	1.18	0.00	1.18
3. Information	0.00	0.00	0.00	0.03	0.00	0.03	0.04	0.00	0.04
4. Sports	0.17	0.00	0.17	0.02	0.00	0.02	0.03	0.00	0.03
5. Entertainment	0.49	1.54	2.03	0.27	1.47	1.74	0.25	1.65	1.90
6. Other	0.07	0.02	0.09	0.02	0.04	0.06	0.00	0.00	0.00
TOTAL	3.38	1.62	5.00	4.08	1.51	5.59	2.87	1.65	4.52

100% viewing hrs of
all English-language
TV stations.

R.-C. O-and-O TV Stations - Non-network Component

Program Category	1967			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	1.01	0.00	1.01	4.20	0.00	4.20	1.62	0.00	1.62
2. Current Affairs	0.17	0.00	0.17	0.35	0.00	0.35	0.08	0.00	0.08
3. Information	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11
4. Sports	0.02	0.00	0.02	0.12	0.00	0.12	0.03	0.00	0.03
5. Entertainment	0.02	0.05	0.07	0.62	0.96	1.58	0.07	0.67	0.74
6. Other	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	1.23	0.06	1.29	5.29	0.96	6.25	1.92	0.67	2.59

100% viewing hrs of
all French-language
TV stations.

TABLE 9

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CBC Affiliate TV Stations - Non-network Component

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Canadian	Foreign	Total	Canadian	Foreign	Total	Canadian	Foreign	Total
1. News	2.39	0.00	2.39	1.83	0.00	1.83	1.82	0.00	1.81
2. Current Affairs	0.45	0.02	0.46	0.17	0.00	0.17	0.22	0.00	0.22
3. Information	0.07	0.00	0.07	0.07	0.00	0.07	0.03	0.00	0.03
4. Sports	0.07	0.00	0.07	0.05	0.00	0.05	0.00	0.00	0.00
5. Entertainment	0.62	11.52	12.13	0.82	6.13	6.95	0.16	4.70	4.86
6. Other	0.05	0.38	0.43	0.01	0.08	0.10	0.03	0.00	0.03
TOTAL	3.64	11.91	15.56	2.96	6.21	9.17	2.26	4.70	6.96
							100% viewing hrs of all English-language TV stations.		

R.-C. Affiliate TV Stations - Non-network Component

	1967			1972			1976		
Program Category	Origin of Program			Origin of Program			Origin of Program		
	Canadian	Foreign	Total	Canadian	Foreign	Total	Canadian	Foreign	Total
1. News	1.89	0.00	1.89	0.79	0.00	0.79	0.74	0.00	0.74
2. Current Affairs	0.87	0.00	0.87	0.63	0.00	0.63	0.33	0.00	0.33
3. Information	0.05	0.00	0.05	0.00	0.00	0.00	0.06	0.00	0.06
4. Sports	0.14	0.00	0.14	0.12	0.00	0.12	0.00	0.00	0.00
5. Entertainment	4.05	4.92	8.96	1.24	1.75	2.99	1.03	1.97	3.00
6. Other	0.23	0.53	0.76	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	7.23	5.45	12.67	2.78	1.75	4.53	2.15	1.97	4.12

100% viewing hrs of all French-language TV stations.

TABLE 10

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CTV Affiliate TV Stations - Non-network Component

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana-	For-	Total	Cana-	For-	Total	Cana-	For-	Total
	dian	eign		dian	eign		dian	eign	
1. News	1.36	0.00	1.36	3.93	0.00	3.93	4.46	0.00	4.46
2. Current Affairs	0.61	0.00	0.61	0.30	0.00	0.30	0.34	0.00	0.34
3. Information	0.00	0.00	0.00	0.01	0.00	0.01	0.26	0.00	0.26
4. Sports	0.10	0.00	0.10	0.30	0.00	0.30	1.22	0.05	1.27
5. Entertainment	0.41	2.14	2.56	1.64	7.23	8.87	0.65	4.10	4.75
6. Other	0.01	0.04	0.05	0.01	0.08	0.08	0.00	0.00	0.00
TOTAL	2.49	2.18	4.68	6.19	7.31	13.50	6.94	4.15	11.08

100% viewing hrs of
all English-language
TV stations.

TVA Affiliate TV Stations - Non-network Component

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana-	For-	Total	Cana-	For-	Total	Cana-	For-	Total
	dian	eign		dian	eign		dian	eign	
1. News				3.53	0.00	3.53	3.64	0.00	3.64
2. Current Affairs				0.05	0.00	0.05	0.41	0.00	0.41
3. Information	NOT APPLICABLE			0.00	0.00	0.00	0.03	0.00	0.03
4. Sports				0.03	0.00	0.03	0.09	0.00	0.09
5. Entertainment				1.50	4.59	6.09	6.81	13.59	20.40
6. Other				0.00	0.00	0.00	0.00	0.00	0.00
TOTAL				5.11	4.59	9.70	10.98	13.59	24.57

100% viewing hrs of
all French-language
TV stations.

TABLE 11

PERCENTAGE DISTRIBUTION OF VIEWING TIME

Canadian Independent English-Language TV Stations

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Canadian	Foreign	Total	Canadian	Foreign	Total	Canadian	Foreign	Total
1. News	0.11	0.00	0.11	0.35	0.00	0.35	1.27	0.00	1.27
2. Current Affairs	0.32	0.00	0.32	0.01	0.00	0.01	0.28	0.00	0.28
3. Information	0.00	0.00	0.00	0.02	0.00	0.02	0.62	0.00	0.62
4. Sports	0.32	0.00	0.32	0.35	0.22	0.57	0.20	0.36	0.56
5. Entertainment	0.00	2.75	2.75	0.63	3.59	4.23	0.71	9.64	10.35
6. Other	0.00	0.00	0.00	0.02	0.08	0.02	0.08	0.00	0.08
TOTAL	0.74	2.75	3.50	1.38	3.82	5.19	3.14	10.01	13.15

100% viewing hrs of all English-language TV stations.

Canadian Independent French-Language TV Stations

	1967 *			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
Program Category	Canadian	Foreign	Total	Canadian	Foreign	Total	Canadian	Foreign	Total
1. News	3.30	0.00	3.30	NOT APPLICABLE	NOT APPLICABLE	NOT APPLICABLE	NOT APPLICABLE	NOT APPLICABLE	NOT APPLICABLE
2. Current Affairs	4.80	0.00	4.80						
3. Information	0.48	0.00	0.48						
4. Sports	0.02	0.00	0.02						
5. Entertainment	14.11	20.95	35.06						
6. Other	0.00	0.33	0.33						
TOTAL	22.71	21.29	43.99						
* These independent stations subsequently formed the TVA network				100% viewing hrs of all French-language TV stations.					

TABLE 12

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CBC O-and-O TV Stations - Local Component

Program Category	1967			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	1.73	-	1.73	3.08	-	3.08	1.37	-	1.37
2. Current Affairs	0.83	-	0.83	0.22	-	0.22	0.85	-	0.85
3. Information	0.00	-	0.00	0.00	-	0.00	0.02	-	0.02
4. Sports	0.17	-	0.17	0.02	-	0.02	0.01	-	0.01
5. Entertainment	0.37	-	0.37	0.08	-	0.08	0.12	-	0.12
6. Other	0.04	-	0.04	0.00	-	0.00	0.00	-	0.00
TOTAL	3.13	-	3.13	3.41	-	3.41	2.37	-	2.37

100% viewing hrs of
all English-language
TV stations.

R.-C. O-and-O TV Stations - Local Component

Program Category	1967 *			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	1.00	-	1.00	4.20	-	4.20	1.60	-	1.60
2. Current Affairs	0.17	-	0.17	0.19	-	0.19	0.06	-	0.06
3. Information	0.00	-	0.00	0.00	-	0.00	0.11	-	0.11
4. Sports	0.02	-	0.02	0.12	-	0.12	0.02	-	0.02
5. Entertainment	0.00	-	0.00	0.28	-	0.28	0.03	-	0.03
6. Other	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00
TOTAL	1.19	-	1.19	4.79	-	4.79	-	-	-

* These independent stations subsequently
formed the TVA network.

100% viewing hrs of
all French-language
TV stations.

TABLE 13

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CBC Affiliate TV Stations - Local Component

Program Category	1967			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	2.39	-	2.39	1.82	-	1.82	1.79	-	1.79
2. Current Affairs	0.17	-	0.17	0.16	-	0.16	0.16	-	0.16
3. Information	0.07	-	0.07	0.07	-	0.07	0.02	-	0.02
4. Sports	0.04	-	0.04	0.01	-	0.01	0.00	-	0.00
5. Entertainment	0.36	-	0.36	0.10	-	0.10	0.09	-	0.09
6. Other	0.03	-	0.03	0.01	-	0.01	0.00	-	0.00
TOTAL	3.07	-	3.07	2.18	-	2.18	2.07	-	2.07

100% viewing hrs of all English-language TV stations.

R.-C. Affiliate TV Stations - Local Component

Program Category	1967			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	1.89	-	1.89	0.79	-	0.79	0.74	-	0.74
2. Current Affairs	0.25	-	0.25	0.55	-	0.55	0.08	-	0.08
3. Information	0.05	-	0.05	0.00	-	0.00	0.00	-	0.00
4. Sports	0.00	-	0.00	0.12	-	0.12	0.00	-	0.00
5. Entertainment	1.76	-	1.76	0.98	-	0.98	0.00	-	0.00
6. Other	0.15	-	0.15	0.00	-	0.00	0.00	-	0.00
TOTAL	4.10	-	4.10	2.44	-	2.44	0.81	-	0.81

100% viewing hrs of all French-language TV stations.

TABLE 14

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CTV Affiliate TV Stations - Local Component

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Canadian	Foreign	Total	Canadian	Foreign	Total	Canadian	Foreign	Total
1. News	1.36	-	1.36	3.93	-	3.93	4.46	-	4.46
2. Current Affairs	0.37	-	0.37	0.29	-	0.29	0.30	-	0.30
3. Information	0.00	-	0.00	0.01	-	0.01	0.06	-	0.06
4. Sports	0.06	-	0.06	0.00	-	0.00	0.96	-	0.96
5. Entertainment	0.31	-	0.31	0.37	-	0.37	0.63	-	0.63
6. Other	0.01	-	0.01	0.00	-	0.00	0.00	-	0.00
TOTAL	2.11	-	2.11	4.60	-	4.60	6.41	-	6.41

100% viewing hrs of all English-language TV stations.

TVA Affiliate TV Stations - Local Component

Program Category	1967 *			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Canadian	Foreign	Total	Canadian	Foreign	Total	Canadian	Foreign	Total
1. News	3.30	-	3.30	3.53	-	3.53	3.64	-	3.64
2. Current Affairs	4.78	-	4.78	0.05	-	0.05	0.40	-	0.40
3. Information	0.48	-	0.48	0.00	-	0.00	0.00	-	0.00
4. Sports	0.02	-	0.02	0.03	-	0.03	0.09	-	0.09
5. Entertainment	10.21	-	10.21	1.09	-	1.09	1.56	-	1.56
6. Other	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00
TOTAL	18.78	-	18.78	4.70	-	4.70	5.69	-	5.69

* In 1976, TVA network did not exist as such. There were three independent stations which later formed TVA network.

100% viewing hrs of all French-language TV stations.

TABLE 15

PERCENTAGE DISTRIBUTION OF VIEWING TIME

Independent English-Language TV Stations - Local Component

Program Category	1967			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Cana- dian	For- eign		Cana- dian	For- eign		Cana- dian	For- eign	
1. News	0.11	-	0.11	0.35	-	0.35	0.57	-	0.57
2. Current Affairs	0.10	-	0.10	0.01	-	0.01	0.09	-	0.09
3. Information	0.00	-	0.00	0.02	-	0.02	0.06	-	0.06
4. Sports	0.32	-	0.32	0.35	-	0.35	0.14	-	0.14
5. Entertainment	0.00	-	0.00	0.30	-	0.30	0.26	-	0.26
6. Other	0.00	-	0.00	0.02	-	0.02	0.08	-	0.09
TOTAL	0.52	-	.52	1.04	-	1.04	1.20	-	1.20

100% viewing hrs of all English-language TV stations.

Independent French-Language TV Stations - Local Component

	1967 *			1972			1976		
Program Category	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Cana- dian	For- eign		Cana- dian	For- eign		Cana- dian	For- eign	
1. News	3.30	-	3.30						
2. Current Affairs	4.78	-	4.78						
3. Information	0.48	-	0.48						
4. Sports	0.02	-	0.02						
5. Entertainment	10.21	-	10.21						
6. Other	0.00	-	0.00						
TOTAL	18.78		18.78						
* These independent stations subsequently formed the TVA network.				NOT APPLICABLE			NOT APPLICABLE		
							100% viewing hrs of all French-language TV stations.		

TABLE 16

PERCENTAGE DISTRIBUTION OF VIEWING TIME

US English-Language TV Stations - Local Component

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana-	For-	Total	Cana-	For-	Total	Cana-	For-	Total
	dian	eign		dian	eign		dian	eign	
1. News	-	0.87	0.87	-	0.75	0.75	-	0.70	0.70
2. Current Affairs	-	0.19	0.19	-	0.02	0.02	-	0.04	0.04
3. Information	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00
4. Sports	-	0.00	0.00	-	0.02	0.02	-	0.47	0.47
5. Entertainment	-	0.00	0.00	-	0.03	0.03	-	0.42	0.42
6. Other	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00
TOTAL	-	1.06	1.06	-	0.82	0.82	-	1.63	1.63

100% viewing hrs of
all English-language
TV stations.

US French-Language TV Stations - Local Component

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana-	For-	Total	Cana-	For-	Total	Cana-	For-	Total
	dian	eign		dian	eign		dian	eign	
1. News									
2. Current Affairs									
3. Information	NOT APPLICABLE			NOT APPLICABLE			NOT APPLICABLE		
4. Sports									
5. Entertainment									
6. Other									
TOTAL									

100% viewing hrs of
all French-language
TV stations.

TABLE 17

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CBC O-and-O Syndicated Programs - English-Language TV Stations

Program Category	1967			1972			1976		
	Origin of Program Cana- dian	For- eign	Total	Origin of Program Cana- dian	For- eign	Total	Origin of Program Cana- dian	For- eign	Total
1. News	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2. Current Affairs	0.09	0.07	0.16	0.44	0.00	0.44	0.33	0.00	0.33
3. Information	0.00	0.00	0.00	0.03	0.00	0.03	0.02	0.00	0.02
4. Sports	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.02
5. Entertainment	0.12	1.54	1.66	0.18	1.47	1.65	0.13	1.65	1.78
6. Other	0.03	0.02	0.05	0.02	0.04	0.06	0.00	0.00	0.00
TOTAL	0.25	1.62	1.87	0.67	1.51	2.18	0.50	1.65	2.15

100% viewing hrs of
all English-language
TV stations.

R.-C. O-and-O Syndicated Programs - French-Language TV Stations

Program Category	1967			1972			1976		
	Origin of Program Cana- dian	For- eign	Total	Origin of Program Cana- dian	For- eign	Total	Origin of Program Cana- dian	For- eign	Total
1. News	0.01	0.00	0.01	0.00	0.00	0.00	0.02	0.00	0.02
2. Current Affairs	0.01	0.00	0.01	0.16	0.00	0.16	0.02	0.00	0.02
3. Information	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4. Sports	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.02
5. Entertainment	0.02	0.05	0.07	0.34	0.96	1.30	0.06	0.66	0.72
6. Other	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	0.04	0.06	0.11	0.50	0.96	1.46	0.12	0.66	0.78

100% viewing hrs of
all French-language
TV stations.

TABLE 18

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CBC Affiliate TV Stations - Syndicated Programs

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total
1. News	0.00	0.00	0.00	0.01	0.00	0.01	0.03	0.00	0.03
2. Current Affairs	0.27	0.02	0.29	0.01	0.00	0.01	0.06	0.00	0.06
3. Information	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01
4. Sports	0.03	0.00	0.03	0.04	0.00	0.04	0.00	0.00	0.00
5. Entertainment	0.26	11.52	11.77	0.72	6.13	6.85	0.06	4.70	4.76
6. Other	0.02	0.38	0.40	0.00	0.08	0.09	0.03	0.00	0.03
TOTAL	0.58	11.91	12.49	0.79	6.21	7.00	0.19	4.70	4.89

100% viewing hrs of all English-language TV stations.

R.-C. Affiliate TV Stations - Syndicated Programs

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total
1. News	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00
2. Current Affairs	0.62	0.00	0.62	0.08	0.00	0.08	0.25	0.00	0.25
3. Information	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.06
4. Sports	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00
5. Entertainment	2.33	4.87	7.20	0.26	1.75	2.01	1.03	1.97	3.00
6. Other	0.08	0.53	0.61	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	3.17	5.40	8.58	0.34	1.75	2.09	1.34	1.97	3.31

100% viewing hrs of all French-language TV stations.

TABLE 19

PERCENTAGE DISTRIBUTION OF VIEWING TIME

CTV Affiliate TV Stations - Syndicated Programs

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total
1. News	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2. Current Affairs	0.24	0.02	0.24	0.01	0.00	0.01	0.04	0.00	0.04
3. Information	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.20
4. Sports	0.03	0.00	0.03	0.30	0.00	0.30	0.26	0.05	0.31
5. Entertainment	0.11	2.14	2.25	1.27	7.23	8.51	0.29	3.84	4.12
6. Other	0.00	0.04	0.04	0.01	0.08	0.08	0.00	0.00	0.00
<u>TOTAL</u>	<u>0.38</u>	<u>2.18</u>	<u>2.56</u>	<u>1.59</u>	<u>7.31</u>	<u>8.90</u>	<u>0.78</u>	<u>3.89</u>	<u>4.67</u>

100% viewing hrs of all English-language TV stations.

TVA Affiliate TV Stations - Syndicated Programs

Program Category	1967			1972			1976		
	Origin of Program			Origin of Program			Origin of Program		
	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total	Cana- dian	For- eign	Total
1. News				0.00	0.00	0.00	0.00	0.00	0.00
2. Current Affairs				0.00	0.00	0.00	0.01	0.00	0.01
3. Information	NOT APPLICABLE			0.00	0.00	0.00	0.00	0.00	0.00
4. Sports				0.00	0.00	0.00	0.00	0.00	0.00
5. Entertainment				0.41	4.59	5.00	5.25	13.59	18.84
6. Other				0.00	0.00	0.00	0.00	0.00	0.00
<u>TOTAL</u>				<u>0.41</u>	<u>4.59</u>	<u>5.00</u>	<u>5.26</u>	<u>13.59</u>	<u>18.85</u>

100% viewing hrs of all French-language TV stations.

TABLE 20

PERCENTAGE DISTRIBUTION OF VIEWING TIME

Independent English-Language TV Stations - Non-Local Component

Program Category	1967			1972			1976 **		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.69
2. Current Affairs	0.23	0.02	0.23	0.00	0.00	0.00	0.19	0.00	0.19
3. Information	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.56
4. Sports	0.00	0.00	0.00	0.00	0.22	0.22	0.05	0.36	0.42
5. Entertainment	0.00	2.75	2.75	0.33	3.59	3.93	0.44	9.64	10.69
6. Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	0.23	2.75	2.98	0.33	3.82	4.15	1.94	10.01	11.95

* Global TV is considered to be in the independent station category but unlike other independents its entire programming is categorized as non-local.

100% viewing hrs of all English-language TV stations.

Independent French-Language TV Stations - Non-Local Component **

Program Category	1967			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Canadian	Foreign		Canadian	Foreign		Canadian	Foreign	
1. News	0.00	0.00	0.00						
2. Current Affairs	0.02	0.00	0.02						
3. Information	0.00	0.00	0.00						
4. Sports	0.00	0.00	0.00						
5. Entertainment	3.90	20.95	24.85						
6. Other	0.00	0.33	0.33						
TOTAL	3.92	21.29	25.20						

NOT APPLICABLE

NOT APPLICABLE

** These independent stations subsequently formed the TVA network.

100% viewing hrs of all French-language TV stations.

TABLE 21

PERCENTAGE DISTRIBUTION OF VIEWING TIME

US English-Language TV Stations - Non-Local Component

Program Category	1967			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Cana-	For-		dian	eign		dian	eign	
1. News	-	0.31	0.31	-	0.63	0.63	-	0.55	0.55
2. Current Affairs	-	0.05	0.05	-	0.01	0.01	-	0.17	0.17
3. Information	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00
4. Sports	-	0.20	0.20	-	0.62	0.62	-	0.64	0.64
5. Entertainment	-	20.02	20.02	-	20.32	20.32	-	22.13	22.13
6. Other	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00
TOTAL	-	20.58	20.58	-	21.58	21.58	-	23.49	23.49

100% viewing hrs of all English-language TV stations.

US French-Language TV Stations - Non-Local Component

Program Category	1967			1972			1976		
	Origin of Program		Total	Origin of Program		Total	Origin of Program		Total
	Cana-	For-		dian	eign		dian	eign	
1. News									
2. Current Affairs									
3. Information	NOT APPLICABLE			NOT APPLICABLE			NOT APPLICABLE		
4. Sports									
5. Entertainment									
6. Other									
TOTAL									

100% viewing hrs of all French-language TV stations.

4. AUDIENCE FRAGMENTATION AND CABLE TV'S IMPACT

4-1
TABLE 1
VIEWING AUDIENCE SHARE: 1967 - 1977
Shows the viewing audience share for each type of TV station
for each province and for all Canada
November 1967 - November 1977

		CBCO	CBCA	CTV	CAN IND	GLO- BAL	CAN ED	CBS	NBC	ABC	MULTI AFF	US IND	PBS	RCO	RCA	TVA	ENG CAN STNS	US STNS	FR STNS	TOTAL
Nfld.	1967	39.36	1.22	59.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	100.00
	1977	39.12	0.00	60.66	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	99.78	0.22	0.00	100.00
P.E.I.	1967	0.00	98.85	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.00	0.00	99.59	0.00	0.41	100.00
	1977	35.30	9.03	46.16	0.00	0.00	0.00	0.00	6.08	3.43	0.00	0.00	0.00	0.00	0.00	0.00	90.49	9.51	0.00	100.00
N.S.	1967	29.91	39.97	29.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	99.85	0.00	0.15	100.00
	1977	26.48	1.92	55.92	0.00	0.00	0.00	0.00	6.65	8.31	0.00	0.00	0.73	0.00	0.00	0.00	84.31	15.69	0.00	100.00
N.B.	1967	0.00	76.68	0.47	0.00	0.00	0.00	0.27	0.20	0.08	4.31	0.00	0.04	1.88	16.07	0.00	77.15	4.90	17.94	100.00
	1977	0.26	28.25	41.12	0.00	0.00	0.00	5.04	5.02	6.42	0.00	0.00	0.25	1.05	12.58	0.00	69.63	16.74	13.63	100.00
Ont.	1967	14.18	21.07	19.63	7.57	0.00	0.00	12.74	9.91	9.82	3.18	0.28	0.00	1.05	0.26	0.31	62.45	35.93	1.62	100.00
	1977	9.51	10.80	22.23	9.51	9.51	1.24	10.13	9.61	11.40	0.51	3.01	1.14	0.99	0.00	0.43	62.79	35.79	1.42	100.00
Man.	1967	30.20	20.13	34.06	0.00	0.00	0.00	0.00	0.00	14.95	0.18	0.05	0.00	0.43	0.00	0.00	84.39	15.17	0.43	100.00
	1977	21.49	7.00	29.95	17.95	0.00	0.00	6.54	6.53	8.29	0.12	0.00	1.55	0.58	0.00	0.00	76.40	23.03	0.58	100.00
Sask.	1967	0.24	87.38	11.75	0.00	0.00	0.00	0.00	0.28	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.37	0.63	0.00	100.00
	1977	16.69	22.07	60.35	0.00	0.00	0.00	0.00	0.30	0.00	0.39	0.00	0.00	0.20	0.00	0.00	99.11	0.69	0.20	100.00
Alta.	1967	21.65	28.31	48.60	0.00	0.00	0.00	0.00	0.62	0.00	0.82	0.00	0.00	0.00	0.00	0.00	98.56	1.44	0.00	100.00
	1977	16.22	4.08	39.04	20.95	0.00	0.00	5.80	4.97	6.42	1.70	0.00	0.82	0.00	0.00	0.00	80.29	19.71	0.00	100.00
B.C.	1967	18.63	25.03	15.43	0.00	0.00	0.00	27.35	4.69	8.04	0.00	0.83	0.00	0.00	0.00	0.00	59.09	40.91	0.00	100.00
	1977	12.65	15.72	24.09	7.50	0.00	0.00	16.68	9.58	9.76	0.11	2.02	1.89	0.00	0.00	0.00	59.97	40.03	0.00	100.00
English Canada	1967	16.70	30.12	23.58	3.72	0.00	0.00	9.72	5.55	6.89	1.86	0.25	0.00	0.64	0.81	0.15	74.12	24.28	1.60	100.00
	1977	13.19	11.07	30.23	9.34	5.05	0.66	8.80	7.81	9.13	0.49	1.87	1.08	0.61	0.45	0.23	69.53	29.19	1.29	100.00
Quêbec	1967	5.69	1.42	9.03	0.00	0.00	0.00	1.81	0.00	0.78	1.19	0.00	0.00	19.36	22.43	38.28	16.14	3.79	80.07	100.00
	1977	4.19	1.17	11.49	0.00	0.00	0.94	3.36	2.84	2.45	0.00	0.00	0.20	20.47	14.00	38.89	16.85	8.84	74.30	100.00
Canada	1967	13.18	20.96	18.93	2.53	0.00	0.00	7.20	3.78	4.94	1.65	0.17	0.00	6.61	7.72	12.32	55.61	17.74	26.65	100.00
	1977	10.65	8.28	24.95	6.70	3.63	0.74	7.27	6.41	7.25	0.35	1.34	0.83	6.21	4.27	11.12	54.68	23.45	21.87	100.00

TABLE 2
AUDIENCE FRAGMENTATION OF CANADIAN TV CHANNELS

Illustration 1:
Two Canadian Channels, Two US Channels

BBM #	Market	Audience Share of Canadian Channels Among		Audience Share of US Channels Among Cable		US Channels Carried By Cable
		Off-Air Viewers	Cable Subscribers	Among Cable Subscribers		
2079	Halifax	98	65	35		ABC, NBC, PBS
5009	Cornwall*	96	61	39		CBS, NBC, PBS
5539	Thunder Bay	94	60	40		CBS, NBC, PBS
8009	Medicine Hat	88	49	51		ABC, NBC
9209	Kamloops	99	64	36		ABC, NBC, PBS
Average		95	60	40		

Source: BBM January 1976 Audience Survey.

* In Cornwall, ABC channel was also available but its technical quality (at the time of the survey) was so poor that its share of the audience was less than 5%.

TABLE 3
AUDIENCE FRAGMENTATION OF CANADIAN TV CHANNELS

Illustration 2:
Two Canadian Channels, Three US Channels

BBM #	Market	Audience Share of Canadian Channels Among		Audience Share of US Channels Among Cable Subscribers	US Channels Carried By Cable
		Off-Air Viewers	Cable Subscribers		
9079	Chilliwack	53	49	51	CBS, NBC, ABC, PBS
9109	Vancouver	61	42	58	CBS, NBC, ABC, PBS
9139	Nanaimo	54	43	57	CBS, NBC, ABC, PBS
9229	Kelowna	96	53	47	CBS, NBC, ABC
Average		66	46.75	53.25	

5. RADIO

TABLE 1: ALL CANADIAN RADIO STATIONS
TOTAL NUMBER OF ORIGINATING RADIO STATIONS IN EACH PROVINCE AND IN ALL CANADA
BY LANGUAGE OF BROADCAST AND BROKEN INTO AM AND FM
November 1967 - November 1977

		English-Language		French-Language		Multilingual		Other		Total	
		AM	FM	AM	FM	AM	FM	AM	FM	AM	FM
Nfld.	1967	14	0	0	0	0	0	0	0	14	0
	1977	25	6	1	0	0	0	0	0	26	6
P.E.I.	1967	2	0	0	0	0	0	0	0	2	0
	1977	3	1	0	0	0	0	0	0	3	1
N.S.	1967	16	4	0	0	0	0	0	0	16	4
	1977	18	5	0	0	0	0	0	0	18	5
N.B.	1967	11	1	2	0	0	0	0	0	13	1
	1977	13	2	4	0	0	0	0	0	17	2
Ont.	1967	77	30	7	0	1	0	0	0	85	30
	1977	84	45	9	1	1	1	0	0	94	47
Man.	1967	13	5	1	0	0	0	0	0	14	5
	1977	16	6	1	0	1	0	0	0	18	6
Sask.	1967	18	3	2	0	0	0	0	0	20	3
	1977	19	4	2	1	0	0	0	0	21	5
Alta.	1967	19	5	1	0	0	0	0	0	20	5
	1977	30	8	1	0	0	0	0	0	31	8
B.C.	1967	42	7	0	0	0	0	0	0	42	7
	1977	64	10	0	1	1	0	0	0	66	11
English Canada	1967	212	55	13	0	1	0	0	0	226	55
	1977	272	87	18	3	3	1	0	0	293	91
Québec	1967	7	4	53	9	1	0	0	0	61	13
	1977	6	5	74	16	1	1	0	0	81	22
Canada	1967	219	59	66	9	2	0	0	0	287	68
	1977	278	92	92	19	4	2	0	0	374	113

TABLE 2: CANADIAN ENGLISH-LANGUAGE RADIO STATIONS
NUMBER OF RADIO STATIONS BY NETWORK AFFILIATION AND BROKEN INTO AM AND FM
November 1967 - NOVEMBER 1977

		AM				FM				Total
		CBC	CBCA	Ind.	Total	CBC	CBCA	Ind.	Total	AM and FM
Nfld.	1967	5	0	9	14	0	0	0	0	14
	1977	6	0	19	25	1	0	5	6	31
P.E.I.	1967	0	1	1	2	0	0	0	0	2
	1977	0	1	2	3	1	0	0	1	4
N.S.	1967	2	7	7	16	0	0	4	4	20
	1977	2	8	8	18	1	0	4	5	23
N.B.	1967	3	3	5	11	0	0	1	1	12
	1977	3	4	6	13	0	0	2	2	15
Ont.	1967	3	22	52	77	2	0	28	30	107
	1977	4	27	53	84	3	0	42	45	129
Man.	1967	2	3	8	13	1	0	4	5	18
	1977	2	4	10	16	1	0	5	6	22
Sask.	1967	2	0	16	18	0	0	3	3	21
	1977	2	0	17	19	1	0	3	4	23
Alta.	1967	2	3	14	19	0	0	5	5	24
	1977	2	4	24	30	1	0	7	8	38
B.C.	1967	1	15	26	42	1	0	6	7	49
	1977	1	19	44	64	1	0	9	10	74
English Canada	1967	20	54	138	212	4	0	51	55	267
	1977	22	67	183	272	10	0	77	87	359
Québec	1967	1	1	5	7	1	0	3	4	10
	1977	1	1	4	6	1	0	4	5	11
Canada	1967	21	55	143	219	5	0	54	59	277
	1977	23	68	187	278	11	0	81	92	370

TABLE 3: FRENCH-LANGUAGE RADIO STATIONS
 NUMBER OF RADIO STATIONS BY NETWORK AFFILIATION AND BROKEN INTO AM AND FM
 November 1967 - November 1977

		AM				FM				Total
		R.-C.	R.-C.A	Ind.	Total	R.-C.	R.-C.A	Ind.	Total	AM and FM
Nfld.	1967	0	0	0	0	0	0	0	0	0
	1977	1	0	0	1	0	0	0	0	1
P.E.I.	1967	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0
N.S.	1967	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0
N.B.	1967	1	1	0	2	0	0	0	0	2
	1977	1	3	0	4	0	0	0	0	4
Ont.	1967	2	4	1	7	0	0	0	0	7
	1977	3	4	2	9	1	0	0	1	10
Man.	1967	1	0	0	1	0	0	0	0	1
	1977	1	0	0	1	0	0	0	0	1
Sask.	1967	2	0	0	2	0	0	0	0	2
	1977	2	0	0	2	1	0	0	1	3
Alta.	1967	0	1	0	1	0	0	0	0	1
	1977	0	1	0	1	0	0	0	0	1
B.C.	1967	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	1	0	0	1	1
English Canada	1967	6	6	1	13	0	0	0	0	13
	1977	8	8	2	18	3	0	0	3	21
Québec	1967	3	22	28	53	1	0	8	9	62
	1977	5	31	38	74	3	0	13	16	90
Canada	1967	9	28	29	66	1	0	8	9	75
	1977	13	39	40	92	6	0	13	19	111

TABLE 4A: CANADIAN ENGLISH-LANGUAGE AM RADIO STATIONS
NUMBER OF RADIO STATIONS BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradit- ional M.O.R.	Inform- ation and Talk	CBC	Block	Other	Total	Average Increase
Nfld.	1967	0	1	0	1	3	0	0	0	5	3	1	14	78.6
	1977	7	0	0	0	7	0	0	0	6	2	3	25	
P.E.I.	1967	0	0	0	0	1	0	0	0	0	1	0	2	50
	1977	1	0	0	0	1	0	0	0	0	1	0	3	
N.S.	1967	2	1	0	0	7	0	0	0	2	4	0	16	12.5
	1977	3	0	0	0	5	1	0	0	2	7	0	18	
N.B.	1967	0	1	0	0	5	0	0	0	3	2	0	11	18.18
	1977	3	0	0	0	4	0	0	0	3	3	0	13	
Ont.	1967	14	4	0	3	32	2	0	0	3	12	7	77	9.1
	1977	34	6	0	4	22	0	0	1	4	11	2	84	
Man.	1967	2	2	0	0	5	0	0	0	1	3	0	13	23.1
	1977	3	0	0	2	6	0	0	0	1	4	0	16	
Sask.	1967	1	2	0	1	5	0	0	0	2	7	0	18	5.6
	1977	7	0	0	3	3	0	0	0	2	4	0	19	
Alta.	1967	3	1	0	2	4	4	0	0	2	2	1	19	57.9
	1977	11	0	0	6	5	1	0	0	2	3	2	30	
B.C.	1967	7	0	0	2	15	3	0	1	1	13	0	42	52.4
	1977	9	5	0	7	30	1	0	1	1	8	2	64	
English Canada	1967	29	12	0	9	77	9	0	1	19	47	9	212	28.3
	1977	78	11	0	22	83	3	0	2	21	43	9	272	
Québec	1967	1	1	0	0	3	0	0	0	1	0	0	6	0
	1977	2	1	0	0	1	0	0	1	1	0	0	6	
Canada	1967	30	13	0	9	80	9	0	1	20	47	9	218	27.5
	1977	80	12	0	22	84	3	0	3	22	43	9	278	

5-5
TABLE 4B: CANADIAN ENGLISH-LANGUAGE FM RADIO STATIONS
NUMBER OF RADIO STATIONS BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	CBC	Block	Other	Total	Average Increase
Nfld.	1967	0	0	0	0	0	0	0	0	0	0	0	0	
	1977	0	0	0	0	4	0	0	0	1	0	1	6	
P.E.I.	1967	0	0	0	0	0	0	0	0	0	0	0	0	
	1977	0	0	0	0	0	0	0	0	1	0	0	1	
N.S.	1967	0	0	0	0	1	1	0	0	0	1	1	4	25
	1977	0	0	0	1	1	1	0	0	1	1	0	5	
N.B.	1967	0	0	0	0	1	0	0	0	0	0	0	1	100
	1977	0	0	0	0	1	0	0	0	0	0	1	2	
Ont.	1967	1	0	1	1	7	7	0	0	2	2	9	30	50
	1977	4	0	4	4	5	12	0	2	3	5	6	45	
Man.	1967	0	1	0	0	1	1	0	0	1	1	0	5	20
	1977	1	0	0	1	0	1	0	0	1	0	2	6	
Sask.	1967	0	0	0	0	0	1	0	0	0	1	1	3	33.3
	1977	1	0	0	0	0	1	0	0	1	0	1	4	
Alta.	1967	0	0	0	1	0	0	1	0	0	2	1	5	60
	1977	1	0	0	1	0	1	1	0	1	0	3	8	
B.C.	1967	0	1	0	1	0	2	1	0	1	0	1	7	43
	1977	0	0	1	1	1	2	1	0	1	0	3	10	
English Canada	1967	1	2	1	3	10	12	2	0	4	7	13	55	58.18
	1977	7	0	5	8	12	18	2	2	10	6	17	87	
Québec	1967	2	1	0	0	0	0	0	0	1	0	0	4	50
	1977	1	0	1	0	0	1	1	1	1	0	0	6	
Canada	1967	3	3	1	3	10	12	2	0	5	7	13	59	57.6
	1977	8	0	6	8	12	19	3	3	11	6	17	93	

5-6
TABLE 5A: FRENCH-LANGUAGE AM RADIO STATIONS
NUMBER OF RADIO STATIONS BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	R.-C.	Block	Other	Total
Nfld.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	1	0	0	1
P.E.I.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0	0	0	0
N.S.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0	0	0	0
N.B.	1967	1	0	0	0	0	0	0	0	1	0	0	2
	1977	0	0	0	0	2	0	0	0	1	0	1	4
Ont.	1967	3	0	0	0	0	0	0	0	2	0	2	7
	1977	0	0	0	1	0	0	0	0	3	3	2	9
Man.	1967	0	0	0	0	0	0	0	0	0	1	0	1
	1977	0	0	0	0	0	0	0	0	0	1	0	1
Sask.	1967	0	0	0	0	0	0	0	0	0	0	2	2
	1977	0	0	0	0	0	0	0	0	2	0	0	2
Alta.	1967	0	0	0	0	0	0	0	0	1	0	0	1
	1977	0	0	0	0	0	0	0	0	1	0	0	1
B.C.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0	0	0	0
English	1967	4	0	0	0	0	0	0	0	4	1	4	13
Canada	1977	0	0	0	1	2	0	0	0	8	4	3	18
Québec	1967	10	1	1	0	10	1	0	0	3	10	18	54
	1977	21	4	0	0	24	1	0	0	5	5	14	74
Canada	1967	14	1	1	0	10	1	0	0	7	11	22	67
	1977	21	4	0	1	26	1	0	0	13	9	17	92

5-7
TABLE 5B: FRENCH-LANGUAGE FM RADIO STATIONS
NUMBER OF RADIO STATIONS BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	R.-C.	Block	Other	Total
Nfld.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0	0	0	0
P.E.I.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0	0	0	0
N.S.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0	0	0	0
N.B.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0	0	0	0
Ont.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	1	0	0	1
Man.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0	0	0	0
Sask.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	1	0	0	1
Alta.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	0	0	0	0
B.C.	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	1	0	0	1
English Canada	1967	0	0	0	0	0	0	0	0	0	0	0	0
	1977	0	0	0	0	0	0	0	0	3	0	0	3
Québec	1967	0	0	0	0	1	0	0	0	1	3	4	9
	1977	5	0	1	0	1	1	0	0	3	2	3	16
Canada	1967	0	0	0	0	1	0	0	0	1	3	4	9
	1977	5	0	1	0	1	1	0	0	6	2	3	19

TABLE 6: ALL RADIO STATIONS
AUDIENCE LISTENING SHARE BY LANGUAGE OF BROADCAST AND
BROKEN INTO AM AND FM
November 1967 - November 1977

		English-Language				French-Language		Multilingual		Other	Total AM	Total FM	Total AM and FM
		Canadian		US									
		AM	FM	AM	FM	AM	FM	AM	FM				
Nfld.	1967	99.91	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	100.00	0.00	100.00
	1977	96.03	3.91	0.00	0.00	0.06	0.00	0.00	0.00	0.00	96.09	3.91	100.00
P.E.I.	1967	100.00	0.00	0.0	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	100.00
	1977	95.77	4.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.77	4.23	100.00
N.S.	1967	99.13	0.86	0.00	0.00	0.01	0.00	0.00	0.00	0.00	99.14	0.86	100.00
	1977	90.30	9.67	0.00	0.00	0.03	0.00	0.00	0.00	0.00	90.33	9.67	100.00
N.B.	1967	80.64	0.59	0.00	0.00	18.77	0.00	0.00	0.00	0.00	99.41	0.59	100.00
	1977	77.79	3.86	1.64	0.24	16.47	0.00	0.00	0.00	0.00	95.90	4.10	100.00
Ont.	1967	91.01	6.30	0.65	0.03	1.79	0.03	0.19	0.00	0.00	93.64	6.36	100.00
	1977	73.29	23.03	0.27	1.38	1.08	0.28	0.62	0.05	0.00	75.26	24.74	100.00
Man.	1967	94.18	4.73	0.00	0.00	1.09	0.00	0.00	0.00	0.00	95.27	4.73	100.00
	1977	85.15	13.63	0.00	0.00	0.29	0.00	0.93	0.00	0.00	86.37	13.63	100.00
Sask.	1967	97.88	1.54	0.00	0.00	0.58	0.00	0.00	0.00	0.00	98.46	1.54	100.00
	1977	96.70	3.21	0.00	0.00	0.06	0.04	0.00	0.00	0.00	96.75	3.25	100.00
Alta.	1967	96.37	3.43	0.00	0.00	0.20	0.00	0.00	0.00	0.00	96.57	3.43	100.00
	1977	92.93	7.02	0.00	0.00	0.04	0.00	0.00	0.00	0.00	92.98	7.02	100.00
B.C.	1967	97.13	1.86	.71	0.29	0.00	0.00	0.00	0.00	0.00	97.85	2.15	100.00
	1977	86.48	12.88	0.00	0.03	0.00	0.00	0.61	0.00	0.00	87.09	12.91	100.00
English Canada	1967	93.59	4.10	0.40	0.06	1.76	0.01	0.09	0.00	0.00	95.83	4.17	100.00
	1977	81.56	15.71	0.20	0.68	1.23	0.14	0.45	0.03	0.00	83.44	16.56	100.00
Québec	1967	19.23	4.89	0.00	0.00	70.37	4.83	0.68	0.00	0.00	90.28	9.72	100.00
	1977	15.61	9.45	0.00	0.00	60.65	14.05	0.24	0.00	0.00	76.50	23.50	100.00
Canada	1967	72.23	4.33	0.29	0.04	21.46	1.40	0.26	0.00	0.00	94.24	5.76	100.00
	1977	62.16	13.87	0.14	0.48	18.71	4.23	0.39	0.02	0.00	81.40	18.60	100.00

5-9
TABLE 7: ENGLISH-LANGUAGE RADIO STATIONS
AUDIENCE LISTENING SHARE BY NETWORK AFFILIATION AND BROKEN INTO AM AND FM
November 1967 - November 1977

		AM					FM					Total
		CBC	CBCA	CAN IND	US	TOTAL	CBC	CBCA	CAN IND	US	Total	AM and FM
Nfld.	1967	12.50	1.46	86.03	0.00	100.00	0.00	0.00	0.00	0.00	0.00	100.00
	1977	12.58	0.19	83.33	0.00	96.09	0.35	0.00	3.56	0.00	3.91	100.00
P.E.I.	1967	9.00	73.36	17.64	0.00	100.00	0.00	0.00	0.00	0.00	0.00	100.00
	1977	1.74	68.30	25.73	0.00	95.77	3.43	0.00	0.80	0.00	4.23	100.00
N.S.	1967	4.25	38.06	56.83	0.00	99.14	0.00	0.00	0.86	0.00	0.86	100.00
	1977	6.39	29.61	54.32	0.00	90.33	0.32	0.00	9.35	0.00	9.67	100.00
N.B.	1967	3.78	19.97	75.53	0.00	99.28	0.00	0.00	0.72	0.00	0.72	100.00
	1977	7.63	20.18	65.32	1.97	95.09	0.00	0.00	4.62	0.29	4.91	100.00
Ont.	1967	3.64	13.29	75.95	0.66	93.54	0.34	0.00	6.08	0.03	6.46	100.00
	1977	5.78	9.74	59.28	0.28	75.08	3.66	0.00	19.84	1.41	24.92	100.00
Man.	1967	5.93	9.16	80.12	0.00	95.21	0.39	0.00	4.40	0.00	4.79	100.00
	1977	9.27	5.86	71.06	0.00	86.20	0.65	0.00	13.15	0.00	13.80	100.00
Sask.	1967	4.98	1.38	92.09	0.00	98.45	0.00	0.00	1.55	0.00	1.55	100.00
	1977	7.79	0.74	88.26	0.00	96.79	0.49	0.00	2.73	0.00	3.21	100.00
Alta.	1967	3.36	8.71	84.49	0.00	96.56	0.00	0.00	3.44	0.00	3.44	100.00
	1977	5.92	6.92	80.14	0.00	92.97	0.28	0.00	6.75	0.00	7.03	100.00
B.C.	1967	5.72	19.36	72.06	0.71	97.85	0.82	0.00	1.04	0.29	2.15	100.00
	1977	8.74	13.03	65.75	0.00	87.01	1.04	0.00	11.91	0.03	12.99	100.00
English Canada	1967	4.57	14.39	76.40	0.41	95.77	0.30	0.00	3.87	0.06	4.23	100.00
	1977	6.77	10.74	65.58	0.20	83.30	2.09	0.00	13.92	0.70	16.70	100.00
Quêbec	1967	3.93	3.96	71.83	0.00	79.72	0.71	0.00	19.56	0.00	20.28	100.00
	1977	7.55	3.16	51.58	0.00	62.30	1.46	0.00	36.24	0.00	37.70	100.00
Canada	1967	4.51	13.45	75.99	0.37	94.32	0.34	0.00	5.29	0.05	5.68	100.00
	1977	6.85	10.01	64.24	0.18	81.28	2.03	0.00	16.07	0.63	18.72	100.00

5-10
TABLE 8A: CANADIAN ENGLISH-LANGUAGE AM RADIO STATIONS
AUDIENCE LISTENING SHARE BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	CBC	Block	Other	Total
Nfld.	1967	0.00	24.86	0.00	0.00	26.13	0.00	0.00	0.00	12.50	36.30	0.21	100.00
	1977	27.75	0.00	0.00	0.00	24.85	0.00	0.00	0.00	13.09	6.16	28.14	100.00
P.E.I.	1967	0.10	0.00	0.00	0.00	72.59	0.00	0.00	0.00	9.00	18.31	0.00	100.00
	1977	72.74	0.00	0.00	0.00	15.32	0.00	0.00	0.00	1.82	10.12	0.00	100.00
N.S.	1967	13.06	9.65	0.00	0.00	38.23	0.00	0.00	0.00	4.29	34.77	0.00	100.00
	1977	28.82	0.00	0.00	0.00	16.19	9.31	0.00	0.00	7.08	38.60	0.00	100.00
N.B.	1967	0.00	14.75	0.00	0.00	51.08	0.00	0.00	0.00	3.80	30.36	0.00	100.00
	1977	38.29	0.00	0.00	0.00	26.11	0.00	0.00	0.00	8.19	27.40	0.00	100.00
Ont.	1967	16.57	15.01	0.00	1.35	47.94	6.10	0.00	0.00	3.92	6.91	2.20	100.00
	1977	20.79	24.51	0.00	4.76	35.52	0.00	0.00	0.23	7.72	6.26	0.20	100.00
Man.	1967	4.96	28.63	0.00	0.00	54.11	0.00	0.00	0.00	6.21	6.08	0.00	100.00
	1977	29.42	0.00	0.00	11.18	42.92	0.00	0.00	0.00	10.75	5.72	0.00	100.00
Sask.	1967	4.75	11.17	0.00	1.71	48.91	0.00	0.00	0.00	5.06	28.36	0.03	100.00
	1977	48.01	0.00	0.00	11.78	27.34	0.00	0.00	0.00	8.05	4.81	0.00	100.00
Alta.	1967	20.93	13.86	0.00	6.62	31.70	16.92	0.00	0.00	3.48	5.71	0.78	100.00
	1977	46.11	0.07	0.00	15.35	24.27	6.23	0.00	0.00	6.36	0.97	0.63	100.00
B.C.	1967	24.77	0.00	0.00	7.87	38.09	9.86	0.00	2.20	5.89	11.32	0.00	100.00
	1977	14.65	12.76	0.00	12.63	29.78	6.42	0.00	10.39	9.46	3.63	0.28	100.00
English Canada	1967	15.02	13.33	0.00	2.62	44.03	6.14	0.00	0.32	4.79	12.65	1.10	100.00
	1977	27.52	12.67	0.00	7.62	30.97	2.38	0.00	1.73	8.15	7.70	1.27	100.00
Québec	1967	21.05	13.38	0.00	0.00	60.31	0.00	0.00	0.00	4.93	0.32	0.00	100.00
	1977	27.07	28.79	0.00	0.00	31.97	0.00	0.00	0.00	12.12	0.05	0.00	100.00
Canada	1967	15.48	13.34	0.00	2.42	45.27	5.67	0.00	0.29	4.80	11.71	1.02	100.00
	1977	27.49	13.86	0.00	7.06	31.04	2.20	0.00	1.60	8.44	7.13	1.17	100.00

5-11
TABLE 8B: CANADIAN ENGLISH-LANGUAGE FM RADIO STATIONS
AUDIENCE LISTENING SHARE BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	CBC	Block	Other	Total
Nfld.	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.95	0.00	91.05	100.00
P.E.I.	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	81.11	0.00	18.89	100.00
N.S.	1967	0.00	0.00	0.00	0.00	31.42	23.34	0.00	0.00	0.00	9.85	35.40	100.00
	1977	0.00	0.00	0.00	83.86	2.81	0.88	0.00	0.00	3.29	3.53	5.62	100.00
N.B.	1967	0.00	0.00	0.00	0.00	100.0	0.00	0.00	0.00	0.00	0.00	0.00	100.00
	1977	0.00	0.00	0.00	0.00	47.52	0.00	0.00	0.00	0.00	0.00	52.48	100.00
Ont.	1967	28.56	0.40	13.03	0.33	25.92	19.00	0.00	0.00	5.34	2.12	5.30	100.00
	1977	12.78	0.00	17.47	13.03	1.35	33.63	0.00	1.14	15.58	2.62	2.39	100.00
Man.	1967	0.00	23.90	0.00	0.00	31.93	7.93	0.00	0.00	8.09	28.15	0.00	100.00
	1977	31.47	0.00	0.00	37.82	0.00	1.96	0.00	0.00	4.72	0.00	24.03	100.00
Sask.	1967	0.00	0.00	0.00	0.00	0.00	64.49	0.00	0.00	0.00	30.50	5.01	100.00
	1977	23.16	0.00	0.00	0.00	0.00	61.69	0.00	0.00	15.14	0.00	0.00	100.00
Alta.	1967	0.00	0.00	0.00	7.33	0.00	0.00	2.88	0.00	0.00	87.47	2.33	100.00
	1977	32.36	0.00	0.00	13.77	0.00	24.65	3.88	0.00	3.97	0.00	21.38	100.00
B.C.	1967	0.00	23.24	0.00	21.60	0.00	1.34	6.58	0.00	44.01	0.00	3.22	100.00
	1977	0.00	0.00	19.83	6.69	34.35	22.77	5.25	0.00	8.04	0.00	3.06	100.00
English Canada	1967	20.51	3.72	9.36	2.28	22.24	16.24	0.68	0.00	7.27	12.90	4.80	100.00
	1977	12.72	0.00	14.80	15.42	5.69	28.77	0.84	0.81	13.03	1.97	5.95	100.00
Québec	1967	15.85	78.41	0.00	0.00	0.00	2.23	0.00	0.00	3.51	0.00	0.00	100.00
	1977	11.77	0.00	24.45	3.02	0.00	53.57	0.00	3.14	3.88	0.08	0.07	100.00
Canada	1967	19.00	27.96	6.32	1.54	15.02	11.69	0.46	0.00	6.05	8.71	3.24	100.00
	1977	12.53	0.00	16.74	12.94	4.55	33.73	0.67	1.28	11.19	1.59	4.77	100.00

TABLE 9: FRENCH-LANGUAGE RADIO STATIONS
LISTENING AUDIENCE SHARE BY FORMAT FOR THE FRENCH-LANGUAGE RADIO STATIONS IN QUEBEC
November 1967 - November 1977

Type		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	R.-C.	Block	Other	Total
AM	1967	37.39	1.21	1.17	0.00	14.77	18.21	0.00	0.00	8.29	9.04	9.93	100.00
	1977	57.85	10.80	0.00	0.00	14.15	0.04	0.00	0.00	9.99	2.26	4.91	100.00
FM	1967	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	4.76	22.50	71.95	100.00
	1977	35.34	0.00	8.04	0.00	22.24	25.11	0.00	0.00	6.91	0.12	2.23	100.00
AM and FM	1967	34.98	1.13	1.09	0.00	13.87	17.04	0.00	0.00	8.06	9.90	13.92	100.00
	1977	53.62	8.77	1.51	0.00	15.67	4.76	0.00	0.00	9.41	1.86	4.41	100.00

TABLE 10: ALL RADIO STATIONS
AVERAGE NUMBER OF RADIO STATIONS AVAILABLE IN EACH PROVINCE AND
IN ALL CANADA BY LANGUAGE OF BROADCAST AND BROKEN INTO AM AND FM
November 1967 - November 1977

		English-Language				French-Language		Multilingual		Other	Total	Total	Total
		Canadian AM	FM	AM	FM	AM	FM	AM	FM	(AM and FM)	AM	FM	AM and FM
Nfld.	1967	5.50	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	5.58	0.00	5.58
	1977	5.95	0.97	0.00	0.00	0.06	0.00	0.00	0.00	0.00	6.01	0.97	6.98
P.E.I.	1967	3.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.79	0.00	3.79
	1977	3.87	1.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.87	1.36	5.23
N.S.	1967	4.13	1.02	0.00	0.00	0.12	0.00	0.00	0.00	0.00	4.25	1.02	5.27
	1977	5.27	1.59	0.00	0.00	0.03	0.00	0.00	0.00	0.00	5.30	1.59	6.88
N.B.	1967	3.53	0.25	0.00	0.00	1.16	0.00	0.00	0.00	0.00	4.69	0.25	4.94
	1977	4.60	0.56	0.17	0.03	0.89	0.00	0.00	0.00	0.00	5.66	0.60	6.26
Ont.	1967	5.90	3.81	0.22	0.04	0.95	0.03	0.00	0.00	0.00	6.85	3.84	10.69
	1977	7.06	6.10	0.09	0.73	0.32	0.10	0.00	0.00	0.00	7.37	6.19	13.56
Man.	1967	6.21	3.10	0.00	0.00	0.88	0.00	0.00	0.00	0.00	7.08	3.10	10.18
	1977	7.03	3.60	0.00	0.00	0.15	0.00	0.71	0.00	0.00	7.89	3.60	11.49
Sask.	1967	5.95	0.64	0.00	0.00	0.39	0.00	0.00	0.00	0.00	6.34	0.64	6.98
	1977	7.35	0.74	0.00	0.00	0.02	0.06	0.00	0.00	0.00	7.38	0.79	8.17
Alta.	1967	6.28	1.25	0.00	0.00	0.45	0.00	0.00	0.00	0.00	6.73	1.25	7.98
	1977	6.92	1.93	0.00	0.00	0.03	0.00	0.00	0.00	0.00	6.96	1.93	8.88
B.C.	1967	6.61	2.00	0.72	0.54	0.00	0.00	0.00	0.00	0.00	7.33	2.54	9.87
	1977	7.53	3.23	0.00	0.02	0.00	0.00	0.47	0.00	0.00	8.01	3.25	11.26
English Canada	1967	5.84	2.59	0.21	0.09	0.66	0.01	0.21	0.00	0.00	6.91	2.70	9.61
	1977	6.88	4.11	0.05	0.36	0.21	0.05	0.28	0.04	0.00	7.42	4.56	11.98
Québec	1967	2.49	2.31	0.00	0.00	4.80	2.51	0.49	0.00	0.00	7.78	4.81	12.59
	1977	2.27	2.88	0.00	0.00	5.25	4.51	0.34	0.00	0.00	7.86	7.39	15.25
Canada	1967	4.87	2.51	0.15	0.07	1.85	0.73	0.29	0.00	0.00	7.16	3.31	10.47
	1977	5.62	3.77	0.04	0.26	1.59	1.27	0.30	0.03	0.00	7.54	5.33	12.88

5-14
TABLE 11: ENGLISH LANGUAGE RADIO STATIONS
AVERAGE NUMBER OF RADIO STATIONS AVAILABLE BY NETWORK AFFILIATION AND BROKEN INTO AM AND FM
November 1967 - November 1977

		AM					FM					Total
		CBC	CBCA	CAN IND	US	Total	CBC	CBCA	CAN IND	US	Total	AM and FM
Nfld.	1967	1.68	0.34	3.47	0.00	5.50	0.00	0.00	0.00	0.00	0.00	5.50
	1977	1.14	0.14	4.67	0.00	5.95	0.42	0.00	0.55	0.00	0.97	6.93
P.E.I.	1967	1.00	1.61	1.18	0.00	3.79	0.00	0.00	0.00	0.00	0.00	3.79
	1977	0.84	1.16	1.87	0.00	3.87	1.00	0.00	0.36	0.00	1.36	5.23
N.S.	1967	0.74	1.10	2.29	0.00	4.13	0.00	0.00	1.02	0.00	1.02	5.15
	1977	0.95	1.24	3.08	0.00	5.27	0.40	0.00	1.19	0.00	1.59	6.86
N.B.	1967	0.68	0.83	2.02	0.00	3.53	0.00	0.00	0.25	0.00	0.25	3.79
	1977	0.79	0.99	2.81	0.17	4.77	0.00	0.00	0.56	0.03	0.60	5.37
Ont.	1967	0.82	0.48	4.60	0.22	6.12	0.53	0.00	3.28	0.04	3.85	9.97
	1977	0.88	0.50	5.68	0.09	7.15	0.53	0.00	5.57	0.73	6.82	13.97
Man.	1967	1.01	0.27	4.93	0.00	6.21	0.66	0.00	2.44	0.00	3.10	9.31
	1977	1.01	0.28	5.73	0.00	7.03	0.75	0.00	2.86	0.00	3.60	10.64
Sask.	1967	1.02	0.08	4.84	0.00	5.95	0.00	0.00	0.64	0.00	0.64	6.59
	1977	1.03	0.08	6.24	0.00	7.35	0.23	0.00	0.51	0.00	0.74	8.09
Alta.	1967	0.93	0.23	5.12	0.00	6.28	0.00	0.00	1.25	0.00	1.25	7.53
	1977	0.98	0.24	5.70	0.00	6.92	0.31	0.00	1.62	0.00	1.93	8.85
B.C.	1967	0.92	0.58	5.11	0.72	7.33	0.70	0.00	1.29	0.54	2.54	9.87
	1977	0.95	0.67	5.91	0.00	7.53	0.81	0.00	2.43	0.02	3.25	10.78
English Canada	1967	0.89	0.48	4.47	0.21	6.04	0.40	0.00	2.19	0.09	2.69	8.73
	1977	0.92	0.51	5.45	0.05	6.93	0.52	0.00	3.59	0.36	4.47	11.40
Québec	1967	0.42	0.08	2.00	0.00	2.49	0.45	0.00	1.86	0.00	2.31	4.80
	1977	0.51	0.09	1.67	0.00	2.27	0.39	0.00	2.50	0.00	2.88	5.16
Canada	1967	0.75	0.36	3.76	0.15	5.02	0.42	0.00	2.09	0.07	2.58	7.60
	1977	0.81	0.39	4.41	0.04	5.66	0.48	0.00	3.29	0.26	4.03	9.69

5-15
TABLE 12A: CANADIAN ENGLISH-LANGUAGE AM RADIO STATIONS
AVERAGE NUMBER OF RADIO STATIONS AVAILABLE BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contemp- orary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	CBC	Block	Other	Total
Nfld.	1967	0.00	0.97	0.00	0.00	0.66	0.00	0.00	0.00	1.68	2.19	0.00	5.50
	1977	1.63	0.00	0.00	0.00	0.83	0.00	0.00	0.00	1.14	0.66	1.69	5.95
P.E.I.	1967	0.00	0.00	0.00	0.00	1.39	0.00	0.00	0.00	1.00	1.39	0.00	3.79
	1977	1.36	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.84	0.67	0.00	3.87
N.S.	1967	0.57	0.34	0.00	0.00	1.72	0.00	0.00	0.00	0.74	0.75	0.00	4.13
	1977	1.91	0.00	0.00	0.00	0.72	0.43	0.00	0.00	0.95	1.26	0.00	5.27
N.B.	1967	0.00	0.25	0.00	0.00	1.56	0.00	0.00	0.00	0.68	1.04	0.00	3.53
	1977	1.86	0.00	0.00	0.00	0.92	0.00	0.00	0.00	0.79	1.02	0.00	4.60
Ont.	1967	0.93	0.92	0.00	0.37	1.97	0.43	0.00	0.00	0.82	0.35	0.11	5.90
	1977	0.90	2.10	0.00	1.00	1.88	0.00	0.00	0.00	0.88	0.28	0.03	7.06
Man.	1967	0.72	1.57	0.00	0.00	2.60	0.00	0.00	0.00	1.01	0.32	0.00	6.21
	1977	2.68	0.00	0.00	1.04	1.41	0.00	0.00	0.00	1.01	0.89	0.00	7.03
Sask.	1967	0.40	0.93	0.00	0.12	2.18	0.00	0.00	0.00	1.02	1.29	0.00	5.95
	1977	3.31	0.00	0.00	1.18	1.49	0.00	0.00	0.00	1.03	0.33	0.00	7.35
Alta.	1967	0.94	0.64	0.00	0.44	1.69	1.03	0.00	0.00	0.93	0.20	0.40	6.28
	1977	2.60	0.04	0.00	0.79	1.60	0.40	0.00	0.00	0.98	0.12	0.40	6.92
B.C.	1967	1.21	0.00	0.00	1.11	1.90	0.63	0.00	0.51	0.92	0.33	0.00	6.61
	1977	1.09	1.11	0.00	1.42	1.47	0.61	0.00	0.71	0.95	0.16	0.02	7.53
English Canada	1967	0.82	0.75	0.00	0.38	1.91	0.41	0.00	0.07	0.89	0.51	0.10	5.84
	1977	1.48	1.21	0.00	0.92	1.60	0.16	0.00	0.11	0.92	0.37	0.12	6.88
Québec	1967	0.61	0.40	0.00	0.00	1.07	0.00	0.00	0.00	0.42	0.00	0.00	2.49
	1977	0.60	0.58	0.00	0.00	0.57	0.00	0.00	0.00	0.51	0.00	0.00	2.27
Canada	1967	0.76	0.65	0.00	0.27	1.67	0.29	0.00	0.05	0.75	0.36	0.07	4.87
	1977	1.24	1.04	0.00	0.67	1.32	0.11	0.00	0.08	0.81	0.27	0.08	5.62

5-16
TABLE 12B: CANADIAN ENGLISH-LANGUAGE FM RADIO STATIONS
AVERAGE NUMBER OF RADIO STATIONS AVAILABLE BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	CBC	Block	Other	Total
Nfld.	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.55	0.97
P.E.I.	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.36	1.36
N.S.	1967	0.00	0.00	0.00	0.00	0.25	0.05	0.00	0.00	0.00	0.21	0.52	1.02
	1977	0.00	0.00	0.00	0.72	0.11	0.05	0.00	0.00	0.40	0.20	0.10	1.59
N.B.	1967	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.25
	1977	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.31	0.56
Ont.	1967	0.58	0.02	0.45	0.07	1.11	0.41	0.00	0.00	0.53	0.10	0.54	3.81
	1977	0.85	0.00	1.45	0.40	0.13	1.79	0.00	0.35	0.53	0.18	0.42	6.10
Man.	1967	0.00	0.62	0.00	0.00	0.82	0.16	0.00	0.00	0.66	0.85	0.00	3.10
	1977	0.72	0.00	0.00	0.77	0.00	0.09	0.00	0.00	0.75	0.00	1.27	3.60
Sask.	1967	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.24	0.16	0.64
	1977	0.21	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.23	0.00	0.00	0.74
Alta.	1967	0.00	0.00	0.00	0.39	0.00	0.00	0.07	0.00	0.00	0.72	0.06	1.25
	1977	0.32	0.00	0.00	0.39	0.00	0.40	0.09	0.00	0.31	0.00	0.42	1.93
B.C.	1967	0.00	0.57	0.00	0.04	0.00	0.04	0.58	0.00	0.70	0.00	0.06	2.00
	1977	0.00	0.00	0.64	0.08	0.71	0.74	0.13	0.00	0.81	0.00	0.12	3.23
English Canada	1967	0.29	0.13	0.22	0.08	0.62	0.24	0.09	0.00	0.40	0.21	0.32	2.59
	1977	0.51	0.00	0.81	0.34	0.19	1.06	0.03	0.17	0.52	0.10	0.39	4.11
Québec	1967	1.09	0.74	0.00	0.00	0.00	0.03	0.00	0.00	0.45	0.00	0.00	2.31
	1977	0.56	0.00	0.73	0.04	0.00	0.79	0.00	0.35	0.39	0.01	0.01	2.88
Canada	1967	0.52	0.31	0.16	0.06	0.44	0.18	0.06	0.00	0.42	0.15	0.23	2.51
	1977	0.52	0.00	0.79	0.26	0.14	0.99	0.02	0.22	0.48	0.07	0.28	3.77

TABLE 13: FRENCH-LANGUAGE RADIO STATIONS
 AVERAGE NUMBER OF RADIO STATIONS AVAILABLE BY FORMAT IN QUEBEC
 November 1967 - November 1977

Type		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	R.-C.	Block	Other	Total
AM	1967	1.53	0.03	0.03	0.00	0.94	0.71	0.00	0.00	0.86	0.23	0.47	4.80
	1977	2.63	0.77	0.00	0.00	0.67	0.03	0.00	0.00	0.93	0.06	0.16	5.25
FM	1967	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.48	0.69	1.23	2.51
	1977	2.04	0.00	0.21	0.00	0.65	0.66	0.00	0.00	0.75	0.01	0.18	4.51
AM and FM	1967	1.53	0.03	0.03	0.00	1.04	0.71	0.00	0.00	1.34	0.92	1.70	7.30
	1977	4.67	0.77	0.21	0.00	1.33	0.69	0.00	0.00	1.67	0.07	0.35	9.75

5-18
TABLE 14: ALL RADIO STATIONS
PERCENTAGE OF POPULATION HAVING ACCESS TO ONE OR MORE RADIO STATIONS
November 1967 - November 1977

		Percentage of population having access to at least															
		1 Rad Stn	2 Rad Stn	3 Rad Stn	4 Rad Stn	5 Rad Stn	6 Rad Stn	7 Rad Stn	8 Rad Stn	9 Rad Stn	10 Rad Stn	11 Rad Stn	12 Rad Stn	13 Rad Stn	14 Rad Stn	15 Rad Stn	Average
Nfld.	1967	100.00	100.00	91.40	91.40	46.41	29.98	19.84	19.84	19.84	19.84	9.49	9.49	0.00	0.00	0.00	5.58
	1977	100.00	100.00	100.00	94.24	89.88	76.39	68.51	55.58	13.68	0.00	0.00	0.00	0.00	0.00	0.00	6.98
P.E.I.	1967	100.00	100.00	100.00	39.36	39.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.79
	1977	100.00	100.00	100.00	100.00	51.32	35.80	35.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.23
N.S.	1967	100.00	100.00	100.00	100.00	74.60	25.33	18.39	8.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.27
	1977	100.00	100.00	100.00	100.00	100.00	81.30	35.72	24.17	18.20	8.67	8.67	5.80	5.80	0.00	0.00	6.88
N.B.	1967	100.00	100.00	100.00	74.69	61.88	49.76	3.87	3.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.94
	1977	100.00	100.00	91.22	91.22	88.15	65.41	59.54	16.71	13.57	0.00	0.00	0.00	0.00	0.00	0.00	6.26
Ont.	1967	100.00	100.00	100.00	99.65	96.37	90.56	85.79	82.94	73.22	69.20	61.83	53.96	48.06	93.22	32.59	11.37
	1977	100.00	100.00	100.00	100.00	96.88	93.33	93.04	91.38	88.25	87.84	82.76	76.20	74.64	69.81	67.67	14.79
Man.	1967	100.00	100.00	100.00	100.00	100.00	94.29	94.29	91.40	91.40	78.41	65.08	3.54	0.00	0.00	0.00	10.18
	1977	100.00	100.00	100.00	100.00	100.00	93.87	93.87	93.87	84.68	80.88	73.84	69.67	58.65	0.00	0.00	11.49
Sask.	1967	100.00	100.00	100.00	100.00	100.00	94.76	70.60	17.09	10.94	2.20	2.20	0.00	0.00	0.00	0.00	6.98
	1977	100.00	100.00	100.00	100.00	100.00	100.00	97.05	58.56	53.10	5.57	2.61	0.00	0.00	0.00	0.00	8.17
Alta.	1967	100.00	100.00	100.00	95.35	95.35	85.84	58.80	56.02	50.04	44.73	11.70	0.00	0.00	0.00	0.00	7.98
	1977	100.00	100.00	100.00	100.00	100.00	100.00	97.82	95.20	56.33	17.50	10.59	3.03	3.03	3.03	1.96	8.88
B.C.	1967	100.00	100.00	100.00	89.58	83.90	76.58	73.11	70.34	70.34	67.79	54.09	54.09	47.30	0.00	0.00	9.87
	1977	100.00	100.00	100.00	100.00	100.00	96.02	85.44	76.85	74.83	73.05	68.24	67.02	67.02	11.46	1.92	11.26
English Canada	1967	100.00	100.00	99.70	96.12	90.32	80.09	68.81	60.31	57.52	51.92	40.94	25.52	18.58	18.58	1.59	9.10
	1977	100.00	99.79	99.65	99.46	97.20	92.10	87.02	79.76	68.95	59.85	56.42	51.37	47.05	36.44	29.50	11.32
Québec	1967	100.00	100.00	100.00	91.51	89.72	86.53	82.36	70.67	70.67	66.41	63.51	57.51	50.05	46.49	43.33	12.59
	1977	100.00	100.00	100.00	99.70	96.62	92.47	88.67	86.13	82.66	81.42	72.92	71.71	66.94	66.36	59.49	15.25
Canada	1967	100.00	100.00	99.79	94.79	90.15	90.15	82.48	74.27	66.45	61.85	57.56	49.52	41.16	35.89	28.61	10.47
	1977	100.00	99.85	99.74	99.53	97.04	97.13	92.29	87.70	81.59	74.20	67.24	61.57	57.75	55.41	44.65	12.88

5-19
TABLE 15A: CANADIAN AND US ENGLISH-LANGUAGE RADIO STATIONS (AM and FM)
PERCENTAGE OF POPULATION HAVING ACCESS TO ONE OR MORE RADIO STATIONS
November 1967 - November 1977

		Percentage of population having access to at least															Average
		1 Rad Stn	2 Rad Stn	3 Rad Stn	4 Rad Stn	5 Rad Stn	6 Rad Stn	7 Rad Stn	8 Rad Stn	9 Rad Stn	10 Rad Stn	11 Rad Stn	12 Rad Stn	13 Rad Stn	14 Rad Stn	15 Rad Stn	
Nfld.	1967	100.00	100.00	91.40	91.40	38.62	29.98	19.84	19.84	19.84	19.84	9.49	9.49	0.00	0.00	0.00	5.50
	1977	100.00	100.00	94.24	94.24	89.88	76.39	68.51	55.58	13.68	0.00	0.00	0.00	0.00	0.00	0.00	6.93
P.E.I.	1967	100.00	100.00	100.00	39.36	39.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.79
	1977	100.00	100.00	100.00	100.00	51.32	35.80	35.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.23
N.S.	1967	100.00	100.00	100.00	100.00	74.60	18.39	18.39	3.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.15
	1977	100.00	100.00	100.00	100.00	100.00	81.30	33.21	24.17	18.20	8.67	8.67	5.80	5.80	0.00	0.00	6.86
N.B.	1967	94.09	82.60	75.99	55.26	46.87	23.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.79
	1977	100.00	94.83	85.35	73.44	70.38	59.54	33.67	13.57	5.73	0.00	0.00	0.00	0.00	0.00	0.00	5.37
Ont.	1967	100.00	99.37	99.37	95.23	90.88	88.29	85.13	75.61	64.31	60.51	51.60	46.96	35.84	3.91	0.00	9.97
	1977	100.00	100.00	99.49	98.70	94.62	92.98	92.69	90.44	87.65	86.88	81.42	74.63	65.30	61.20	59.88	13.97
Man.	1967	100.00	100.00	100.00	100.00	100.00	94.29	91.40	91.40	85.19	65.08	3.54	0.00	0.00	0.00	0.00	9.31
	1977	100.00	100.00	100.00	100.00	100.00	93.87	93.87	91.05	81.26	77.46	67.46	58.65	0.00	0.00	0.00	10.64
Sask.	1967	100.00	100.00	100.00	100.00	100.00	92.03	43.36	17.09	2.20	2.20	2.20	0.00	0.00	0.00	0.00	6.59
	1977	100.00	100.00	100.00	100.00	100.00	100.00	94.83	58.56	47.34	5.57	2.61	0.00	0.00	0.00	0.00	8.09
Alta.	1967	100.00	100.00	100.00	95.35	91.31	85.84	58.80	53.13	44.73	11.70	11.70	0.00	0.00	0.00	0.00	7.53
	1977	100.00	100.00	100.00	100.00	100.00	100.00	97.82	91.90	56.33	17.50	10.59	3.03	3.03	3.03	1.96	8.85
B.C.	1967	100.00	100.00	100.00	89.58	83.90	76.58	73.11	70.34	70.34	67.79	54.09	54.09	47.30	0.00	0.00	9.87
	1977	100.00	100.00	100.00	100.00	100.00	96.02	85.44	76.85	74.83	73.05	68.24	67.02	19.62	11.46	1.92	10.78
English Canada	1967	99.75	98.95	98.37	93.11	86.29	78.08	68.53	60.37	52.35	45.41	34.73	30.85	24.11	1.93	0.00	8.73
	1977	100.00	99.79	98.97	98.11	95.49	91.82	85.88	78.74	69.88	61.20	56.24	51.04	35.74	32.21	29.99	11.40
Québec	1967	80.58	70.68	62.57	54.56	51.80	44.49	42.79	38.33	34.37	0.00	0.00	0.00	0.00	0.00	0.00	4.80
	1977	86.24	74.52	65.37	62.60	57.10	49.57	47.38	36.89	35.93	0.00	0.00	0.00	0.00	0.00	0.00	5.16
Canada	1967	94.23	90.81	88.06	82.00	76.35	68.40	61.11	54.02	47.17	32.32	24.72	21.96	17.17	1.38	0.00	7.60
	1977	96.22	92.86	89.75	88.36	84.96	80.22	75.32	67.26	60.56	44.40	40.80	37.03	25.93	23.37	21.76	9.69

5-20
TABLE 15B: CANADIAN AND US ENGLISH-LANGUAGE AM RADIO STATIONS
PERCENTAGE OF POPULATION HAVING ACCESS TO ONE OR MORE RADIO STATIONS
November 1967 - November 1977

		Percentage of population having access to at least															
		1 Rad Stn	2 Rad Stn	3 Rad Stn	4 Rad Stn	5 Rad Stn	6 Rad Stn	7 Rad Stn	8 Rad Stn	9 Rad Stn	10 Rad Stn	11 Rad Stn	12 Rad Stn	13 Rad Stn	14 Rad Stn	15 Rad Stn	Aver- age
Nfld.	1967	100.00	100.00	91.40	91.40	38.62	29.98	19.84	19.84	19.84	19.84	9.49	9.49	0.00	0.00	0.00	5.50
	1977	100.00	100.00	94.24	94.24	81.66	76.39	21.36	13.68	13.68	0.00	0.00	0.00	0.00	0.00	0.00	5.95
F.E.I.	1967	100.00	100.00	100.00	39.36	39.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.79
	1977	100.00	100.00	100.00	51.32	35.80	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	3.87
N.S.	1967	100.00	100.00	94.26	68.86	36.09	13.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.13
	1977	100.00	100.00	100.00	100.00	47.60	38.25	18.20	8.67	8.67	5.80	0.00	0.00	0.00	0.00	0.00	5.27
N.B.	1967	94.09	82.60	75.99	55.26	41.36	3.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.53
	1977	100.00	94.83	85.35	73.44	70.34	33.67	13.57	5.73	0.00	0.00	0.00	0.00	3.00	0.00	0.00	4.77
Ont.	1967	100.00	99.37	91.14	88.91	83.90	69.93	59.19	12.46	7.05	0.00	0.00	0.00	0.00	0.00	0.00	6.12
	1977	100.00	100.00	97.37	91.00	88.65	78.07	70.12	57.34	20.60	10.84	0.61	7.00	0.00	0.00	0.00	7.15
Man.	1967	100.00	100.00	100.00	100.00	100.00	91.13	23.11	6.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.21
	1977	100.00	100.00	100.00	100.00	93.87	93.87	89.42	14.25	9.25	2.54	0.00	0.00	0.00	0.00	0.00	7.03
Sask.	1967	100.00	100.00	100.00	100.00	84.41	58.35	43.36	2.20	2.20	2.20	2.20	0.00	0.00	0.00	0.00	5.95
	1977	100.00	100.00	100.00	100.00	100.00	79.44	72.19	52.80	25.35	5.57	0.00	0.00	0.00	0.00	0.00	7.35
Alta.	1967	100.00	100.00	100.00	95.35	85.84	58.80	49.69	14.74	11.70	11.70	0.00	0.00	0.00	0.00	0.00	6.28
	1977	100.00	100.00	100.00	100.00	100.00	69.41	66.80	23.15	15.79	8.12	3.03	1.96	1.96	1.96	0.00	6.92
B.C.	1967	100.00	100.00	97.34	85.96	76.94	73.11	71.54	70.34	56.64	1.34	0.00	0.00	0.00	0.00	0.00	7.33
	1977	100.00	100.00	100.00	100.00	91.96	82.59	78.32	74.87	19.62	1.92	1.92	1.92	0.00	0.00	0.00	7.53
Enqlist. Canada	1967	99.75	98.95	93.65	87.88	78.09	62.25	49.10	18.44	13.17	2.21	0.47	0.33	0.00	0.00	0.00	6.04
	1977	100.00	99.79	97.93	93.97	88.01	74.44	65.37	46.99	17.70	7.29	0.93	0.51	0.22	0.22	0.00	6.93
Québec	1967	66.43	56.96	48.02	43.13	34.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.49
	1977	71.42	59.80	50.61	44.85	0.32	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.27
Canada	1967	90.15	86.85	80.50	74.99	65.64	44.31	34.95	13.13	9.38	1.57	0.33	0.23	0.00	0.00	0.00	5.02
	1977	92.16	88.82	84.95	80.49	63.95	54.10	47.43	34.10	12.84	5.29	0.68	0.37	0.16	0.16	0.00	5.66

5-21
TABLE 15C: CANADA AND US ENGLISH-LANGUAGE FM RADIO STATIONS
PERCENTAGE OF POPULATION HAVING ACCESS TO ONE OR MORE RADIO STATIONS
November 1967 - November 1977

		Percentage of population having access to at least															Average
		1 Rad Stn	2 Rad Stn	3 Rad Stn	4 Rad Stn	5 Rad Stn	6 Rad Stn	7 Rad Stn	8 Rad Stn	9 Rad Stn	10 Rad Stn	11 Rad Stn	12 Rad Stn	13 Rad Stn	14 Rad Stn	15 Rad Stn	
Nfld.	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	55.37	41.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.97
P.E.I.	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	100.00	35.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36
N.S.	1967	82.29	14.03	5.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.02
	1977	94.96	57.86	5.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.59
N.B.	1967	25.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25
	1977	59.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60
Ont.	1967	97.75	84.57	66.38	53.63	46.88	35.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.85
	1977	99.49	94.27	91.65	87.46	78.32	71.83	61.90	48.27	44.49	1.54	1.54	1.54	0.00	0.00	0.00	6.82
Man.	1967	88.35	84.80	77.30	59.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.10
	1977	90.84	79.38	73.84	60.63	55.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.60
Sask.	1967	48.56	15.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64
	1977	52.99	20.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.74
Alta.	1967	88.27	36.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.25
	1977	92.05	71.46	29.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93
B.C.	1967	82.04	71.83	52.75	47.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.54
	1977	91.79	82.34	71.34	68.24	11.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.25
English Canada	1967	82.85	62.61	45.45	36.85	23.18	17.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.69
	1977	91.20	77.31	63.98	57.03	43.65	35.36	30.47	23.76	21.90	0.76	0.76	0.76	0.00	0.00	0.00	4.47
Québec	1967	77.91	63.54	50.59	38.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.86
	1977	82.43	70.20	60.34	39.69	35.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.86
Canada	1967	81.43	62.88	46.86	37.38	16.50	12.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.58
	1977	88.79	75.36	62.98	52.27	41.44	25.66	22.11	17.24	15.89	0.55	0.55	0.55	0.00	0.00	0.00	4.13

TABLE 16: FRENCH-LANGUAGE RADIO STATIONS

PERCENTAGE OF POPULATION IN QUEBEC HAVING ACCESS TO ONE OR MORE FRENCH-LANGUAGE RADIO STATIONS

November 1967 - November 1977

		Percentage of population having access to at least															
		1 Rad Stn	2 Rad Stn	3 Rad Stn	4 Rad Stn	5 Rad Stn	6 Rad Stn	7 Rad Stn	8 Rad Stn	9 Rad Stn	10 Rad Stn	11 Rad Stn	12 Rad Stn	13 Rad Stn	14 Rad Stn	15 Rad Stn	Aver- age
AM	1967	100.00	98.92	94.22	84.86	73.91	18.16	4.55	2.88	2.01	0.00	0.00	0.00	0.00	0.00	0.00	4.80
	1977	100.00	99.68	97.18	91.72	84.02	30.43	14.42	5.25	2.03	0.00	0.00	0.00	0.00	0.00	0.00	5.25
FM	1967	87.93	70.38	53.35	38.08	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.51
	1977	92.96	86.22	77.10	75.82	61.27	51.37	4.89	0.49	0.49	0.00	0.00	0.00	0.00	0.00	0.00	4.51
AM and FM	1967	100.00	98.92	95.33	87.60	86.83	82.52	69.97	57.24	43.78	4.10	2.39	1.53	0.00	0.00	0.00	7.30
	1977	100.00	100.00	98.86	96.56	93.52	86.15	83.22	79.91	75.72	67.08	63.08	16.55	8.14	5.17	0.88	9.75

TABLE 17: ALL RADIO STATIONS
 AVERAGE NUMBER OF RADIO STATIONS LISTENED TO FOR EACH PROVINCE AND
 FOR ALL CANADA BY LANGUAGE OF BROADCAST AND BROKEN INTO AM AND FM
 November 1967 - November 1977

		English-Language				French-Language		Multilingual		Other	Total	Total	Total
		Canadian		US						(AM and FM)	AM	FM	AM and FM
		AM	FM	AM	FM	AM	FM	AM	FM				
Nfld.	1967	1.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.49	0.00	1.49
	1977	1.84	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.84	0.10	1.93
P.E.I.	1967	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.00	1.30
	1977	1.74	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.74	0.10	1.84
N.S.	1967	1.36	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.37	0.02	1.39
	1977	1.77	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.77	0.19	1.96
N.B.	1967	0.98	0.01	0.00	0.00	0.16	0.00	0.00	0.00	0.00	1.14	0.01	1.15
	1977	1.34	0.09	0.00	0.00	0.24	0.00	0.00	0.00	0.00	1.58	0.09	1.68
Ont.	1967	1.24	0.09	0.00	0.00	0.03	0.00	0.00	0.00	0.00	1.28	0.10	1.38
	1977	1.68	0.51	0.00	0.01	0.02	0.00	0.00	0.00	0.00	1.71	0.52	2.23
Man.	1967	1.47	0.11	0.00	0.00	0.02	0.00	0.00	0.00	0.00	1.49	0.11	1.60
	1977	1.90	0.33	0.00	0.00	0.01	0.00	0.01	0.00	0.00	1.91	0.33	2.24
Sask.	1967	1.44	0.03	0.00	0.00	0.01	0.00	0.00	0.00	0.00	1.45	0.03	1.48
	1977	2.20	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.21	0.08	2.28
Alta.	1967	1.58	0.06	0.00	0.00	0.01	0.00	0.00	0.00	0.00	1.58	0.06	1.65
	1977	1.99	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.99	0.17	2.16
B.C.	1967	1.37	0.04	0.01	0.01	0.00	0.00	0.00	0.00	0.00	1.38	0.05	1.43
	1977	1.81	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.82	0.28	2.10
English Canada	1967	1.33	0.07	0.00	0.00	0.02	0.00	0.00	0.00	0.00	1.36	0.07	1.43
	1977	1.77	0.35	0.00	0.00	0.02	0.00	0.00	0.00	0.00	1.80	0.36	2.16
Quēbec	1967	0.29	0.08	0.00	0.00	0.99	0.09	0.00	0.00	0.00	1.28	0.17	1.44
	1977	0.39	0.25	0.00	0.00	1.32	0.34	0.00	0.00	0.00	1.71	0.59	2.30
Canada	1967	1.03	0.07	0.00	0.00	0.30	0.03	0.00	0.00	0.00	1.33	0.10	1.43
	1977	1.39	0.32	0.00	0.00	0.38	0.10	0.00	0.00	0.00	1.77	0.42	2.20

TABLE 18: ENGLISH-LANGUAGE RADIO STATIONS
 AVERAGE NUMBER OF RADIO STATIONS LISTENED TO BY NETWORK AFFILIATION AND BROKEN INTO AM AND FM
 November 1967 - November 1977

		AM						FM				
		CBC	CBCA	Can. Ind.	US	Total	CBC	CBCA	Can. Ind.	US	Total	Total AM and FM
Nfld.	1967	0.29	0.03	1.16	0.00	1.49	0.00	0.00	0.00	0.00	0.00	1.49
	1977	0.31	0.01	1.52	0.00	1.84	0.01	0.00	0.08	0.00	0.10	1.93
P.E.I.	1967	0.15	0.80	0.36	0.00	1.30	0.00	0.00	0.00	0.00	0.00	1.30
	1977	0.07	0.95	0.73	0.00	1.74	0.06	0.00	0.03	0.00	0.10	1.84
N.S.	1967	0.15	0.43	0.79	0.00	1.36	0.00	0.00	0.02	0.00	0.02	1.39
	1977	0.16	0.49	1.13	0.00	1.77	0.01	0.00	0.18	0.00	0.19	1.96
N.B.	1967	0.09	0.19	0.70	0.00	0.98	0.00	0.00	0.01	0.00	0.01	0.99
	1977	0.14	0.26	0.93	0.00	1.34	0.00	0.00	0.09	0.00	0.09	1.43
Ont.	1967	0.08	0.16	1.01	0.00	1.24	0.01	0.00	0.09	0.00	0.09	1.34
	1977	0.12	0.18	1.38	0.00	1.68	0.02	0.00	0.48	0.01	0.51	2.19
Man.	1967	0.12	0.11	1.23	0.00	1.47	0.02	0.00	0.09	0.00	0.11	1.57
	1977	0.18	0.10	1.61	0.00	1.90	0.02	0.00	0.31	0.00	0.33	2.23
Sask.	1967	0.10	0.01	1.32	0.00	1.44	0.00	0.00	0.03	0.00	0.03	1.47
	1977	0.19	0.01	2.00	0.00	2.20	0.01	0.00	0.07	0.00	0.08	2.28
Alta.	1967	0.10	0.10	1.38	0.00	1.58	0.00	0.00	0.06	0.00	0.06	1.64
	1977	0.15	0.11	1.73	0.00	1.99	0.01	0.00	0.16	0.00	0.17	2.16
B.C.	1967	0.11	0.21	1.05	0.01	1.37	0.01	0.00	0.03	0.01	0.05	1.43
	1977	0.16	0.22	1.43	0.00	1.83	0.03	0.00	0.25	0.00	0.28	2.09
English Canada	1967	0.10	0.16	1.06	0.00	1.33	0.01	0.00	0.06	0.00	0.07	1.40
	1977	0.15	0.18	1.44	0.00	1.77	0.02	0.00	0.33	0.00	0.35	2.13
Quebec	1967	0.03	0.01	0.25	0.00	0.29	0.00	0.00	0.07	0.00	0.08	0.36
	1977	0.05	0.02	0.32	0.00	0.39	0.01	0.00	0.24	0.00	0.25	0.64
Canada	1967	0.08	0.12	0.83	0.00	1.03	0.01	0.00	0.07	0.00	0.07	1.10
	1977	0.12	0.14	1.14	0.00	1.39	0.02	0.00	0.31	0.00	0.33	1.72

5-25
TABLE 19A: CANADIAN ENGLISH-LANGUAGE AM RADIO STATIONS
AVERAGE NUMBER OF RADIO STATIONS LISTENED TO BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	CBC	Block	Other	Total
Nfld.	1967	0.00	0.37	0.00	0.00	0.26	0.00	0.00	0.00	0.29	0.55	0.02	1.49
	1977	0.51	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.31	0.10	0.62	1.84
P.E.I.	1967	0.01	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.15	0.37	0.00	1.30
	1977	1.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.07	0.23	0.00	1.74
N.S.	1967	0.19	0.13	0.00	0.00	0.54	0.00	0.00	0.00	0.15	0.37	0.00	1.36
	1977	0.66	0.00	0.00	0.00	0.27	0.14	0.00	0.00	0.16	0.54	0.00	1.77
N.B.	1967	0.00	0.13	0.00	0.00	0.48	0.00	0.00	0.00	0.09	0.28	0.00	0.98
	1977	0.53	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.14	0.35	0.00	1.34
Ont.	1967	0.23	0.23	0.00	0.03	0.51	0.08	0.00	0.00	0.08	0.08	0.03	1.24
	1977	0.33	0.54	0.00	0.09	0.50	0.00	0.00	0.00	0.12	0.08	0.00	1.68
Man.	1967	0.06	0.41	0.00	0.00	0.79	0.00	0.00	0.00	0.12	0.08	0.00	1.47
	1977	0.79	0.00	0.00	0.21	0.61	0.00	0.00	0.00	0.18	0.10	0.00	1.90
Sask.	1967	0.09	0.19	0.00	0.03	0.66	0.00	0.00	0.00	0.10	0.37	0.00	1.44
	1977	1.13	0.00	0.00	0.25	0.54	0.00	0.00	0.00	0.19	0.10	0.00	2.20
Alta.	1967	0.31	0.20	0.00	0.12	0.51	0.24	0.00	0.00	0.10	0.07	0.03	1.58
	1977	0.95	0.00	0.00	0.23	0.49	0.13	0.00	0.00	0.15	0.02	0.03	1.99
B.C.	1967	0.33	0.00	0.00	0.14	0.48	0.14	0.00	0.06	0.11	0.11	0.00	1.37
	1977	0.35	0.29	0.00	0.23	0.46	0.13	0.00	0.15	0.16	0.05	0.00	1.81
English Canada	1967	0.21	0.20	0.00	0.05	0.53	0.08	0.00	0.01	0.10	0.14	0.02	1.33
	1977	0.51	0.31	0.00	0.13	0.47	0.04	0.00	0.02	0.15	0.11	0.02	1.77
Québec	1967	0.08	0.03	0.00	0.00	0.14	0.00	0.00	0.00	0.03	0.00	0.00	0.29
	1977	0.11	0.12	0.00	0.00	0.10	0.00	0.00	0.00	0.05	0.00	0.00	0.39
Canada	1967	0.17	0.15	0.00	0.03	0.42	0.06	0.00	0.01	0.08	0.10	0.01	0.63
	1977	0.40	0.26	0.00	0.10	0.37	0.03	0.00	0.02	0.12	0.08	0.02	1.39

5-26
TABLE 19B: CANADIAN ENGLISH-LANGUAGE FM RADIO STATIONS
AVERAGE NUMBER OF RADIO STATIONS LISTENED TO BY FORMAT
November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Tradi- tional M.O.R.	Inform- ation and Talk	CBC	Block	Other	Total
Nfld.	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.08	0.10
P.E.I.	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	1977	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.03	0.10
N.S.	1967	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.01	0.02
	1977	0.00	0.00	0.00	0.15	0.01	0.00	0.00	0.00	0.01	0.01	0.01	0.19
N.B.	1967	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.01
	1977	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.05	0.09
Ont.	1967	0.02	0.00	0.01	0.00	0.02	0.02	0.00	0.00	0.01	0.00	0.01	0.09
	1977	0.08	0.00	0.13	0.05	0.01	0.17	0.00	0.01	0.02	0.02	0.02	0.51
Man.	1967	0.00	0.02	0.00	0.00	0.03	0.01	0.00	0.00	0.02	0.03	0.00	0.11
	1977	0.11	0.00	0.00	0.10	0.00	0.01	0.00	0.00	0.02	0.00	0.09	0.33
Sask.	1967	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.01	0.00	0.03
	1977	0.02	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.01	0.00	0.00	0.08
Alta.	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.06
	1977	0.05	0.00	0.00	0.03	0.00	0.04	0.01	0.00	0.01	0.00	0.04	0.17
B.C.	1967	0.00	0.02	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.00	0.00	0.04
	1977	0.00	0.00	0.06	0.01	0.09	0.06	0.01	0.00	0.03	0.00	0.01	0.28
English Canada	1967	0.01	0.00	0.01	0.00	0.01	0.01	0.00	0.00	0.01	0.01	0.01	0.07
	1977	0.05	0.00	0.07	0.04	0.02	0.10	0.00	0.01	0.02	0.01	0.03	0.35
Québec	1967	0.02	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
	1977	0.04	0.00	0.07	0.01	0.00	0.10	0.00	0.01	0.01	0.00	0.00	0.25
Canada	1967	0.02	0.02	0.00	0.00	0.01	0.01	0.00	0.00	0.01	0.01	0.00	0.07
	1977	0.05	0.00	0.07	0.03	0.01	0.10	0.00	0.01	0.02	0.01	0.02	0.32

TABLE 20: FRENCH-LANGUAGE RADIO STATIONS
 AVERAGE NUMBER OF RADIO STATIONS LISTENED TO IN QUEBEC
 November 1967 - November 1977

		Contem- porary M.O.R.	Contem- porary	Progres- sive A.O.R.	Country	M.O.R.	Easy Lis- tening	Trad- itional M.O.R.	Inform- ation and Talk	R.-C. Block	Other	Total	
AM	1967	0.35	0.01	0.01	0.00	0.17	0.16	0.00	0.00	0.11	0.07	0.10	0.99
	1977	0.74	0.16	0.00	0.00	0.19	0.00	0.00	0.00	0.15	0.02	0.06	1.32
FM	1967	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.02	0.06	0.09
	1977	0.14	0.00	0.03	0.00	0.07	0.06	0.00	0.00	0.03	0.00	0.01	0.34
AM and FM	1967	0.35	0.01	0.01	0.00	0.17	0.16	0.00	0.00	0.12	0.09	0.16	1.07
	1977	0.88	0.16	0.03	0.00	0.25	0.06	0.00	0.00	0.18	0.02	0.06	1.66

6. FOREIGN OWNERSHIP

TABLE 1

DIVESTITURES BY YEAR
(of CRTC announcement)

	Complete	Incomplete
1969	nil	nil
1970	29	nil
1971	42	nil
1972	5	nil
1973	3	1
Total	79	1

Source: Canadian Radio-Television Commission,
"Canadian Ownership in Broadcasting - A
Report on the Foreign Divestiture
Process," 1974, p.41.

TABLE 2

NATURE OF BROADCASTING UNDERTAKING DIVESTING
(by year of CRTC announcement)

	CATV	AM Radio	FM Radio	SW Radio	Television
1969	nil	nil	nil	nil	nil
1970	22	3	2	nil	2
1971	32	2	1	nil	7
1972	1	1	1	1	1
1973	-	-	-	-	-
Divestiture incomplete	1	-	-	-	-
Total	56	6	4	1	13

Source: Canadian Radio-Television Commission, "Canadian Ownership in Broadcasting - A Report on the Foreign Divestiture Process," 1974, p.42.

TABLE 3

COST OF SYSTEMS COMPLETING DIVESTITURES
(by year)

1969	nil
1970	\$ 33,500,000
1971	\$ 96,491,748
1972	\$ 19,426,000
1973	\$ 25,000
Total	\$149,442,748

Source: Canadian Radio-Television Commission, "Canadian Ownership in Broadcasting - A Report on the Foreign Divestiture Process," 1974, p.43.

TABLE 4

LEVELS OF FOREIGN OWNERSHIP IN THE
CANADIAN BROADCASTING INDUSTRY - 1977

Level of Foreign Ownership of Companies Holding Broadcasting Licences for:	Total Operating Revenue		Total Fixed Assets	
	\$ Million	% of Total for Industry	\$ Million	% of Total for Industry
Radio and TV Undertakings:				
more than 20 per cent	23.90	13.0	25.22	16.3
50 per cent or more	11.47	6.2	9.56	6.2
more than 20 per cent and/or foreign directors	27.90	15.2	31.29	20.2
Foreign control of largest share	19.24	10.5	17.18	11.1
Cable television:				
more than 20 per cent	30.66	55.8	60.96	46.5
50 per cent or more	9.07	16.5	12.92	9.9
more than 20 per cent and/or foreign directors	31.45	57.2	63.63	48.5
Foreign control of largest share	16.30	29.7	29.55	22.5

Source: CRTC Annual Returns. Cable TV data are based on the year ending 31 August 1970,
while broadcasting data are based on the year ending 31 August 1967.

TABLE 5

LEVELS OF FOREIGN OWNERSHIP IN THE
CANADIAN BROADCASTING INDUSTRY - 1977

Level of Foreign Ownership of Companies Holding Broadcasting Licences for:	Total Operating Revenue		Total Fixed Assets	
	\$ Million	% of Total for Industry	\$ Million	% of Total for Industry
Radio and TV Undertakings:				
0 to 10 per cent	62.5	10.40	37.00	10.40
10 to 20 per cent	-	-	-	-
Radio Undertakings:				
0 to 10 per cent	14.10	5.20	4.60	3.40
10 to 20 per cent	0.06	.02	0.14	0.10
Television Undertakings:				
0 to 10 per cent	48.39	14.50	32.41	14.70
10 to 20 per cent	-	-	-	-
Cable Television Undertakings:				
0 to 10 per cent	43.61	19.10	97.87	20.1
10 to 20 per cent	48.52	21.20	98.64	20.30

Source: CRTC Annual Returns for Year Ended 31 August 1977.

7. ECONOMICS

TABLE 1
PRIVATE TELEVISION STATIONS - SELECTED ECONOMIC STATISTICS, 1967-1977 (\$1000's)

	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Total revenue	95,178	99,178	106,575	111,165	115,789	143,309	171,247	194,233	226,283	281,149	331,697
Operating profit	15,856	17,484	21,928	17,626	13,420	33,459	41,849	32,966	49,617	73,288	81,369
Pretax profit						25,225	29,771	22,771	37,943	57,802	68,905
Total program expenses			24,248	24,965	27,862	58,956	69,389	88,195	93,477	110,255	137,848
- program production			7,625	8,142	9,338	37,371	46,421	51,805	58,435	69,543	82,449
- program purchase expenses			16,823	16,823	18,524	18,237	19,594	32,514	30,726	35,818	49,108
Gross fixed assets			100,144	100,144	111,941	123,036	128,498	157,493	178,785	200,957	220,280
Net fixed assets			42,776	42,776	47,739	50,089	51,424	71,797	84,538	94,745	110,649

Source: Statistics Canada and CRTC Annual Returns.

Note: The definition of costs used on the Annual Returns changed between 1971 and 1972, thus caution in the interpretation of changes in costs and profits over this period is advised.

TABLE 2

ECONOMIC GROWTH OF PRIVATE TELEVISION STATIONS,
DAILY NEWSPAPERS, AND GNP 1967-1977

	1967-77	1972-77
	%	%
Total revenue	249	132
Operating profit	413	143
Pretax profit		173
Total program expenses		134
Total program production expenses		121
Total news expenses		239
Total program purchases expenses		169
Gross fixed assets		127
Net fixed assets		121
Daily newspaper revenues	175	76
GNP	213	97

TABLE 3
PRIVATE RADIO - SELECTED ECONOMIC STATISTICS (\$1000's)

	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Total revenue	88,761	95,679	108,088	114,548	125,693	144,276	159,842	182,857	207,862	243,852	270,713
Operating profit	11,617	12,418	14,695	13,216	16,648	30,831	31,630	37,221	39,904	46,053	45,836
Pretax profit						28,412	24,955	29,500	31,238	36,309	36,239
Total program expenses			7,745	7,555	7,849	38,431	44,403	50,021	58,583	68,939	79,983
FM revenues						1,795	2,230	3,504	4,333	5,544	9,073
- independent						3,344	5,575	8,260	10,568	13,045	16,079
- combined						5,139	7,805	11,764	14,901	18,589	25,152
- Total											
Gross fixed assets			79,998	109,150	108,318	87,365	89,565	98,320	105,334	117,339	136,262
Net fixed assets			37,580	48,506	46,138	38,974	37,537	43,464	46,402	52,117	64,827

Source: Statistics Canada and CRTC Annual Returns.

Note: The definition of costs used in the Annual Returns changed between 1971 and 1972, thus caution in the interpretation of changes in costs and profits over this period is advised.

TABLE 4

ECONOMIC GROWTH OF PRIVATE RADIO STATIONS

1967 - 1977

	1967-77	1972-77
	%	%
Total revenue	205	88
Operating profit	295	49
Pretax profit		28
FM revenues		
independent		405
AM-FM combined		381
total		389
Gross fixed assets		56
Net fixed assets		66
Program expenses:		
Total program expenses		109
Total production expenses		106
News production expenses		139
Total purchase expenses		227

TABLE 5

CBC-RADIO-CANADA, RADIO AND TELEVISION (\$1000's)

	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Net cost											
of operation	118,045	145,685	164,792	163,111	184,635	199,012	221,217	253,331	268,100	333,952	396,779
Gross fixed assets	123,023	139,689	171,841	200,437	225,918	246,083	272,416	302,927	355,896	416,240	472,195
Net fixed assets	74,990	87,918	101,855	121,751	138,448	148,490	161,691	174,006	212,243	252,473	284,515
Capital grant	-	-	-	-	-	-	-	21,000	43,657	64,146	69,963
Olympics grant										8,800	3,000
Television revenue											
local	789	866	2,001	2,467	2,807	3,378	4,216	5,123	6,177	8,625	8,054
national	8,347	9,190	11,236	12,551	11,849	13,559	15,899	16,965	19,131	21,187	24,489
network	19,884	21,613	21,893	25,362	23,645	17,979	22,612	23,650	25,527	28,567	32,721
other	709	1,267	736	993	1,058	1,366	1,292	1,304	1,603	2,000	2,433
Total	29,729	32,936	35,866	41,373	39,359	36,282	44,019	47,042	52,438	60,379	67,697
Radio revenue											
local	383	441	679	810	906	992	1,219	1,373	919	212	172
national	820	743	628	663	760	894	1,130	1,357	750	47	68
network	786	728	656	491	436	520	405	292	344	82	99
other	334	53	15	21	12	11	10	1	1	2	9
Total	2,323	1,965	1,978	1,985	2,114	2,417	2,764	3,023	2,014	343	348
Olympic revenue	0	0	0	0	0	0	0	0	9,860	17,466	465
Total (radio and TV) revenue	32,052	34,901	37,844	43,458	41,473	38,699	46,783	50,065	64,312	78,188	68,510
Total (radio and TV) program expenses	98,002	119,440*	117,066	118,308	126,171	133,687	169,877	182,205	193,369	230,364	262,824
Total program expenses											
TV	78,010	97,344	92,482	93,345	100,054	105,479	134,033	142,120	150,828	178,302	206,317
radio	19,992	22,096	24,584	24,963	26,117	28,208	35,844	40,085	42,541	52,062	56,507

Source: CRTC Annual Returns.

* Year ending March 31.

Note: Since the breakdown of program expenses into radio and television is not supplied on the Annual Returns, the proportional split supplied in the CBC Annual Reports was used.

TABLE 6

PUBLIC BROADCASTING GROWTH - CBC-RADIO-CANADA

	1967-1977	1972-1977
	\$	\$
Net cost of operation	236	106
Gross fixed assets	284	92
Net fixed assets	270	92
Total operating revenues	114	77
Total "cost" of operation	210	101
Total program expenses - TV	165	96
- radio	183	100
TV revenues		
- local	921	138
- national	193	81
- network	65	82
- other	243	78
- total	128	87
Radio revenues		
- local	-55	-83
- national	-92	-92
- network	-87	-81
- other	-97	-18
- total	-85	-86

TABLE 7

CABLE TELEVISION - SELECTED ECONOMIC STATISTICS (\$1000's)

	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Total revenue	22,115	31,286	37,380	54,940	66,620	81,420	106,609	132,254	159,480	192,372	228,585
Operating profit	8,416	12,725	28,349	24,659	32,424	39,463	52,480	66,330	74,226	85,616	103,798
Pretax profit	1,652	4,851	19,318	13,597	12,080	14,803	20,586	26,526	28,665	30,947	41,489
Program expenses	-	-	-	264	504	2,493	3,393	4,603	6,149	9,541	12,811
Gross fixed assets	-	72,901	100,669	131,118	159,770	193,583	244,229	248,898	353,450	418,238	486,546
Net fixed assets	-	48,922	71,659	87,899	103,507	118,767	146,356	179,787	203,394	233,373	264,845

Source: Statistics Canada and CRTC Annual Returns.

TABLE 8

ECONOMIC GROWTH OF CABLE TELEVISION SYSTEMS

1967 - 1977

	1967-77	1972-77
	%	%
Total revenue	934	181
Operating profit	1133	163
Pretax profit	2411	180
Program expenses	-	414
Gross fixed assets	-	151
Net fixed assets	-	123

TABLE 9A

TOTAL REVENUES - BROADCASTING AND CABLE,
1967 and 1977
(Per cent of total revenue)

Component	Revenue (000)		% Growth
	1967	1977	
Private television	95,178(26.7)	331,697(25.6)	249
Private radio	88,761(24.9)	270,713(20.9)	205
CBC-Radio-Canada	150,097(42.1)	465,289(35.9)	210
Cable	22,115(6.2)	228,585(17.6)	934
Total	356,151(100)	1,296,284(100)	264

Note: Revenue for the CBC-Radio-Canada is the sum of net cost of operation and revenues earned.

TABLE 9B

PER HOUSHOLD COST OF BROADCASTING AND CABLE TELEVISION,
1967 and 1977

	1967	1977	% Growth
Total broadcasting costs (000)	334,036	1,067,699	220
Total Canadian households (000)	5,373	7,057	31.3
Total broadcasting cost per household	62.17	151.30	143
Total CBC-R.-C. cost per household	27.94	65.93	136
Total cable revenues (000)	22,115	228,585	934
Total cable households (000)	517	3,419	561
Total cable cost per cable household	42.78	66.86	56
Total broadcasting cost per cable household	104.95	218.16	

Note: "Total Broadcasting Costs" are the sum of advertising revenues for private radio and television, and the net cost of operation plus advertising revenues, for the CBC- Radio-Canada.

